NBC TRADE NEWS
A SERVICE OF RCA

December 3, 1956

BRISTOL-MYERS CO., IN A $2,100,000 NET BUY, PURCHASES HALF OF NBC RADIO'S NEW 7 A.M.-11 P.M. FIVE-MINUTE NEWS-ON-THE-HOUR

Half of NBC Radio's new five-minute national and international news programs to be broadcast hourly on the full network every day and night of the week from 7 a.m. to 11 p.m., EST, starting Jan. 14, has been sold to the Bristol-Myers Co., it was announced today by William K. McDaniel, Vice President in charge of Sales for the NBC Radio Network.

Representing more than $2,100,000 in net advertising dollars and one of the largest single orders on network radio in recent years, the Bristol-Myers purchase is the first for the network's new plan to provide NBC Radio stations and their audiences with a distinctive and comprehensive new radio service. The plan, along with the new NBC Hot Line service, was presented by Matthew J. Culligan, Vice President in charge of NBC Radio, to executives of NBC Radio affiliated stations. A series of five regional meetings was conducted in New York, Chicago, Atlanta, Dallas and San Francisco at which station managements gave their enthusiastic endorsement.

(more)

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(more)

2 - Bristol-Myers Co.

The 52-week Bristol-Myers order, calling for half sponsorship of the news shows 17 times a day, Mondays through Fridays, was placed through Young and Rubicam, Inc. Bristol-Myers will utilize the NBC series to advertise its Bufferin, Ipana, Vitalis and other products.

The news programs will mark the first 7 a.m.-11 p.m. five-minute news-on-the-hour series ever broadcast on network radio and will feature such NBC reporters as Chet Huntley, David Brinkley, Ben Grauer, Ray Scherer, Joseph C. Harsch, Frank Blair and others. All of the resources of NBC News, both in the U.S. and abroad, will be used for reports on news events directly from the scene.

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NBC-New York, 12/3/56

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

December 3, 1956

JERRY LEWIS--IN HIS FIRST SOLO PERFORMANCE ON TV--WILL STAR ON ONE-HOUR NBC 'SATURDAY SPECTACULAR' ON JAN. 19

Jerry Lewis -- in his first solo performance on television -- will star in the Saturday, Jan. 19 SATURDAY SPECTACULAR (NBC-TV, 9 to 10 p.m., EST). The one-hour color show will be Lewis' first TV performance since signing his new five-year contract with NBC-TV.

The Jan. 19 Spectacular will be co-sponsored by the Oldsmobile Division of General Motors Corp., the Radio Corporation of America and RCA-Whirlpool-Seeger Corp.

Lewis, who first appeared on NBC-TV in August, 1948, as half of the Martin and Lewis comedy team, is considered one of the top attractions in the entertainment business. He has appeared on "The Colgate Comedy Hour," "The Colgate Variety Hour," in the country's top nightclubs, in motion pictures, and on innumerable telethons for charitable causes. Recently, Lewis made his first record album, to chalk up yet another triumph in a new medium.

A child of showbusiness, Jerry was born on March 16, 1926, the only child of Mona and Danny Lewis, nightclub

(more)

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A child of showbusiness, Jerry was born on March 16, 1926, the only child of Rena and Danny Lewis, vaudevil

(more)

entertainers. While attending high school in Irvington, N.J., Jerry worked up a pantomime act to a background of records. His success with the act at Brown's Hotel, Loch Sheldrake, N.Y., brought him to the attention of several New York entrepreneurs and he was booked professionally for the first time in New York City.

Four years later, in 1946, he teamed up with Dean Martin when they played the same bill at the 500 Club in Atlantic City. This partnership continued until the Fall of 1956 when both Martin and Lewis decided to pursue their careers on an individual basis.

On Nov. 15, 1956, through York Productions, they signed a new contract with NBC-TV which calls for two one-hour programs during the January to June period of 1957 and eight one-hour shows annually for the four seasons thereafter. Present plans call for each performer to star in an equal number of shows. The Jan. 19 colorcast is the first of these.

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NBC-New York, 12/3/56

CREDITS FOR 'THE PRICE IS RIGHT' ON NBC-TV

TIME:	NBC-TV, Mondays through Fridays, 10:30-11:00 a.m., EST.
STARTING DATE:	Monday, Nov. 26, 1956.
STAR:	Bill Cullen, host.
CAST:	Beverly Bentley and Carolyn Stroupe, displayers of prizes; Don Pardo, announcer.
FORMAT:	Contestants attempt to guess the correct retail value of displayed prizes; the closest guess wins the object. Contestant with most points returns to next day's show to try again.
PACKAGER:	Goodson-Todman.
PRODUCER:	Robert Stewart.
DIRECTOR:	Paul Alter.
NBC PROGRAM SUPERVISOR:	Julian Bercovici.
UNIT MANAGER:	William McCauley.
SETS:	Norman Davidson.
ORIGINATION:	Hudson Theatre, New York City.
NBC PRESS REPRESENTATIVE:	Mary Karr, New York.

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NBC-New York, 12/3/56

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NIT MANAGER:	William McCauley.
STS:	Norman Davidson.
RIGINATION:	Hudson Theatre, New York City.
BC PRESS REPRESENTATIVE:	Mary Karr, New York.

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NBC TRADE NEWS

AMERICAN CAN CO. TO SPONSOR 'NBC NEWS' ON ALTERNATE MONDAYS

The American Can Company will sponsor NBC NEWS on alternate Mondays starting Jan. 28, it was announced today by William R. (Billy) Goodheart, Jr., Vice President, NBC Television Network Sales.

The order, marking the American Can Company's first use of network television, calls for the advertiser to sponsor "NBC News" through Jan. 13, 1958. Compton Advertising, Inc., is the agency for American Can.

"NBC News," presented on NBC-TV, Monday-through-Friday from 7:45-8 p.m. (EST), features Chet Huntley, who reports from New York, and David Brinkley, who reports from Washington.

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NBC-New York, 12/3/56

RALSTON PURINA CO. WILL SPONSOR MONDAY-THROUGH-FRIDAY RADIO NEWS PROGRAM WITH RICHARD HARKNESS

The Ralston Purina Company will sponsor a five-minute, Monday-through-Friday news program with Richard Harkness on NBC Radio starting Dec. 31 (7:15-7:20 p.m., EST), it was announced today by William K. McDaniel, Vice President, NBC Radio Network Sales.

The program, which will originate in Washington, D.C., will be sponsored by Ralston Purina for its cereal products. The 52-week order was placed through the advertiser's agency, Gardner Advertising, Inc.

Harkness, a Washington correspondent since 1934, began reporting news from the capital for NBC in 1943. His long tenure in Washington has resulted in friendships with many Senators and Congressmen, providing him with the "news behind the news." Harkness covered the 1956 political conventions for NBC as a roving correspondent and regional authority on the Southern states, which he had toured just before the nominating sessions began.

NBC-New York, 12/3/56

NBC TRADE NEWS
A SERVICE OF RCA

December 4, 1956

'WIDE WIDE WORLD' WINS THOMAS ALVA EDISON FOUNDATION AWARD
AS 'THE TELEVISION PROGRAM BEST PORTRAYING AMERICA'

NBC's WIDE WIDE WORLD has won the Thomas Alva Edison Foundation award presented to "the television program best portraying America."

In presenting the award to "Wide Wide World," Charles Edison, former Governor of New Jersey and Honorary President of the foundation, praised the program for reflecting American traditions and ideals.

"Wide Wide World," Mr. Edison said, "is doing what television does best, by taking its audience on visits, via live cameras, to places and events of topical interest and historical significance throughout the United States."

The Edison awards were presented last night (Monday, Dec. 3) at a dinner at the Waldorf-Astoria Hotel in New York. The award to "Wide Wide World" was accepted by Sherrod E. Skinner, Vice President in charge of the Accessory Group of the General Motors Corp., which sponsors the program.

"We chose to sponsor 'Wide Wide World,'" Mr. Skinner said, "because we had confidence that the program would attract a large

(more)

audience of Americans who like to go places and do things and are genuinely interested in what their neighbors are doing. We feel doubly rewarded that we can accomplish this purpose, and, at the same time, portray the great strength of our nation through its people."

"All of us at General Motors," he continued, "would like to pay high tribute to Mr. Barry Wood, executive producer of 'Wide Wide World,' his production staff, and the Public Affairs Department of NBC for an excellent job well done. They have pioneered many new techniques in the mechanics of telecasting -- they have boldly pioneered new concepts of programming -- and their devotion to the objectives of 'Wide Wide World' has been strong and constant."

"Wide Wide World," (4-5:30 p.m., EST, on alternate Sundays) went on the air for the first time in June, 1955, and began as a series in the Fall of that year. In its first season, it made live telecasts from 41 states and from Canada, Mexico, Cuba and the Bahamas.

The Edison awards are chosen in a vote by 41 national organizations, including the American Legion, Big Brothers of America, Boys' Clubs of America, Catholic Daughters of America, General Federation of Women's Clubs, National Grange, National Urban League and the Veterans of Foreign Wars of the U.S.

Mr. Edison's remarks in presenting the award to "Wide Wide World" were as follows:

(more)

"The first category of awards is that of the 1956 television program best portraying America. Forty-one national organizations cooperated with the Edison Foundation in selecting the winner by ballot. It was a difficult assignment because of the quality of the programs nominated for consideration.

"Their choice, I feel, was an excellent one. The winning program combines to form a delightful mixture of educational entertainment -- or if you prefer, a delightful mixture of entertaining education. You within the industry are best equipped to supply the desired emphasis.

"The program is doing what television does best, by taking its audience on visits, via live camera, to places and events of topical interest and historical significance throughout the United States. The award for the television program best portraying America goes to the National Broadcasting Company's 'Wide Wide World.'"

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NBC-New York, 12/4/56

JB-609

NBC OWNED STATIONS DIVISION

News

December 4, 1956

NBC OWNED RADIO STATIONS BREAK SALES RECORDS; DEMAND BY ADVERTISERS FOR ADJACENCIES TO NETWORK PROGRAMS IS SEEN AS IMPORTANT FACTOR

Radio stations owned by the National Broadcasting Company are breaking all records in time sales, it was announced today by Thomas B. McFadden, Vice President of NBC Owned Stations and NBC Spot Sales.

Mr. McFadden attributed the increased sales to the growing demand for local and national spot availabilities in and around network programs, as well as the general rise in use of radio by advertisers.

"October time sales on the five NBC Owned Radio Stations rose 28 per cent over the division radio billings for October, 1955," Mr. McFadden said.

WRCA, NBC's station,in New York City, had the best month in its history in October.

"And that record will fall in November," Mr. McFadden predicted. Arthur Hamilton, Manager of WRCA Radio, has reported to William N. Davidson, General Manager of WRCA and WRCA-TV, that Station WRCA's November time sales will run 33 per cent ahead of November, 1955.

(more)

licity department • NBC Owned Stations Division • 30 Rockefeller Plaza, N.Y. 20, N.Y. • CI 7-8300

2 - Sales Records

"From mid-July onward, the value of network programs in the station's schedule has been increasingly reflected in time sales of adjacencies," Mr. McFadden said. He singled out the new morning radio attraction, "NBC Bandstand"; and "Monitor" and NBC's worldwide news coverage as three of the network services which helped attract local and national spot advertisers to the NBC Owned Radio Stations.

He cited Mr. Hamilton's report, which stated that the rise in listeners to "NBC Bandstand"; "Monitor" and the expanding schedule of network news broadcasts -- during the election campaign and especially at the time of the Polish, Hungarian and Suez crises -- brought about waiting lists of advertisers for time adjacent to those network programs on WRCA.

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NBC-New York, 12/4/56

NBC OWNED STATIONS DIVISION

News

December 4, 1956

NBC OWNED STATIONS DIVISION SCHEDULES TWO-DAY MANAGEMENT MEETING; WILL DISCUSS 1957 OBJECTIVES IN SALES, PROGRAMMING, PUBLIC SERVICE AND SPECIAL PROJECTS

Objectives for 1957 in sales, programming, public service and special projects will be discussed Monday and Tuesday, Dec. 10-11, at a meeting of general managers of NBC's owned radio and television stations. Summer sales plans, which were drawn up some months ago, will be reviewed.

Thomas B. McFadden, Vice President of NBC Owned Stations and NBC Spot Sales, announced that the two-day closed session will be held in the St. Regis Hotel, New York, after which the managers will proceed to Miami Beach, Fla., for the Company's convention celebrating its 30th anniversary.

The year 1956 has been marked by many accomplishments in the NBC Owned Stations Division, Mr. McFadden will tell the station managers in his review of the year. Television sales rose 21 per cent above 1955, and radio sales

(more)

icity department • NBC Owned Stations Division • 30 Rockefeller Plaza, N.Y. 20, N.Y. • CI 7-8300

were up 17 per cent over the previous year. Programming and public service achievements also will be noted during the review.

Attending the meeting from the stations will be: WRCA and WRCA-TV, New York -- William N. Davidson, General Manager; Arthur Hamilton, Manager of WRCA; and Max E. Buck, representing WRCA-TV. WRCV and WRCV-TV, Philadelphia -- Lloyd E. Yoder, NBC Vice President and General Manager. WRC and WRC-TV, Washington -- Carleton D. Smith, NBC Vice President and General Manager, and Joseph Goodfellow, Director of Sales. WBUF, Buffalo -- Charles C. Bevis, Jr., General Manager. WMAQ and WNBQ, Chicago -- Jules Herbuveaux, NBC Vice President and General Manager, and Henry Sjogren, Assistant General Manager. KRCA, Los Angeles -- Thomas C. McCray, NBC Vice President and General Manager. KNBC, San Francisco -- George Fuerst, General Manager and Sales Manager.

Staff members of the NBC Owned Stations and NBC Spot Sales who will attend include: Jack Reber, Director of NBC Spot Sales; Edwin T. Jameson, Director of NBC Television Spot Sales; George S. Dietrich, Director of NBC Radio Spot Sales; Richard H. Close, Director for Represented Stations; Mort Gaffin, Director of New Business and Promotion; Sherman Hildreth, Director of Station Operations; Thomas S. O'Brien, Director of Business Affairs; Don Bishop, Director of Publicity and Community Services; John Brennan, Business Manager; and Nicholas Gordon, Manager of Rates and Program Evaluation.

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NBC-New York, 12/4/56

some or TV programs even the previous year. Programming and public service activities also will be noted during the review.

Attending the meeting from the stations will be: WRCA and WRCA-TV, New York -- William M. Davidson, General Manager; Arthur Hamilton, Manager of WRCA; and Max E. Buck, representing WRCA-TV. WRCV and WRCV-TV, Philadelphia -- Lloyd E. Yoder, NBC Vice President and General Manager. WRC and WRC-TV, Washington -- Carleton D. Smith, NBC Vice President and General Manager, and Joseph Goodfellow, Director of Sales. WGR, Buffalo -- Charles C. Davis, Jr., General Manager. WMAQ and WMAQ, Chicago -- Junior Hartnavaux, NBC Vice President and General Manager, and Henry Bigoren, Assistant General Manager. KRCA, Los Angeles -- Thomas C. McCray, NBC Vice President and General Manager. KNBC, San Francisco -- George Thorne, General Manager and Sales Manager.

Staff members of the NBC Owned Stations and NBC Spot Sales who will attend include: Jack Rader, Director of NBC Spot Sales; Edwin T. Jameson, Director of NBC Television Spot Sales; George A. Pierrich, Director of NBC Radio Spot Sales; Richard H. Ellis, Director for Represented Stations; [illegible] Griffin, Director of New Business and Promotion; Emerson Hilderth, Director of Station Operations; Thomas S. O'Brien, Director of Business Affairs; Don Elsbop, Director of Publicity; [illegible] Garson, Manager of Sales and Program Evaluation.

CREDITS FOR 'NEW FIGURES OF 1957' COLORCAST

TELECAST:	NBC-TV, Saturday, Dec. 8, 1-2 p.m., EST, in color and in black and white.
ORIGINATION:	NBC-TV Colonial Theatre Studio, New York.
FORMAT:	A 60-minute fashion show of Winter styles and forecasts of Spring trends with several famous designers participating.
COMMENTATOR:	Natalie Core.
DESIGNERS APPEARING:	Andre, Ceil Chapman, Estevez, Dave Evins, Norman Norell, Molly Parnis, Roxanne, Adele Simpson, Sydney Wragge, and Ben Zuckerman.
CAST:	Twenty American models; also Luise, European model, flying in from Rome expressly for this fashion show.
PRODUCERS:	Kay Elliot and Roger Gimbel.
DIRECTOR:	Barry Shear.
SET DESIGNER:	Trew Hocker.
COSTUME DESIGNER:	Guy Kent.
FASHION ADVISER:	Eleanor Lambert.
UNIT MANAGER:	Elmer Gorry.
SPONSOR:	Warner Brothers Co., for foundation garments.
ADVERTISING AGENCY:	C.J. La Roche and Co., Inc., of New York.
NBC PRESS REPRESENTATIVE:	Priscilla T. Campbell, New York

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NBC-New York, 12/4/56

NBC TRADE NEWS
A SERVICE OF RCA

December 5, 1956

"CALL TO FREEDOM," USING NEW TV APPROACH TO HISTORICAL DRAMA WITH MUSIC, WILL TELL OF AUSTRIA'S STRUGGLE FOR LIBERTY IN A "PROJECT 20" TELECAST MONDAY, JAN. 7

An approach to historical drama completely new to television is pioneered in "Call to Freedom," an NBC "Project 20" program to be presented on PRODUCERS' SHOWCASE Monday, Jan. 7 (8-9:30 p.m., EST).

Keyed to the reopening of the rebuilt Vienna State Opera House celebrating Austria's rebirth of freedom last year, the program tells one of the most meaningful stories of our day: the march of a people toward liberty and independence. It is produced by Henry Salomon.

"The country with which we are concerned happens to be Austria, but we hope we have given our story a significance which transcends any single nation," Salomon said. "This program about Austria's struggle for freedom closely parallels the present situation in Hungary. When I first planned the program last year, I did not know that it would turn out to be a parable of the present tyranny there."

(more)

In telling this story, Salomon has used a twofold method never before applied to TV: dramatic film and narration, as with earlier "Project 20" programs, combined with scenes from an opera, Beethoven's "Fidelio," which is itself a parable of the unending struggle for freedom and justice.

In the Fall of 1955, a "Project 20" crew of technicians, under Salomon's supervision, was sent to Vienna to film and record the dramatic highlights of the rebirth of the bombed Vienna State Opera, one of the world's great musical institutions. Through special arrangements with the Austrian Minister of Culture, the most moving and significant scenes of a performance of the Beethoven opera were captured in sight and sound, and the excitement of a world capital in the throes of a historic event was recorded in detail.

Interwoven with the big scenes from "Fidelio," and paralleling them, are actual episodes out of Austria's history -- from the days of its imperial splendor, through its time of troubles as a Nazi slave state and down to its rebirth as a free and independent nation in 1955. The triumph of the mighty hymn to joy and liberation, at the close of the Beethoven score, is the musical counterpart of the jubilation of a nation which has regained its independence and found its way to freedom.

The real-life sequences, interwoven into the operatic scenes and combining with them to make a sweeping drama of contemporary significance, have been selected and edited to achieve the same pace and impact which found such widespread critical and popular acceptance in

(more)

In Falling-Idle Study, Adlmoser has been a Vertrid artist
ment before applied to TV: dramatic film and narration, as with
earlier "Project 20" programs, combined with scenes from an opera,
Beethoven's "Fidelio," which is itself a parable of the wrenching
struggle for freedom and justice.

In the Fall of 1955, a "Project 20" crew of technicians,
[illegible] cameramen, was sent to Vienna to film and record
an immense equipment of the gallery of the Imperial Vienna Opera
House, one of the world's great musical institutions. Through special
arrangements with the Austrian Minister of Culture, the most exciting
and significant scenes of a performance of the Beethoven opera were
recorded in sight and sound, and the enrichment of a world capital
in the throes of a historic event was recorded in detail.

Interwoven with the big scenes from "Fidelio," and
paralleling them, are actual episodes out of Austria's history —
from the days of its imperial splendor, through its time as prosperous
and a first slave state and down to its rebirth as a free and indep-
endent nation in 1955. The triumph of the mighty hymn to joy and
liberty, as the chorus of the Beethoven score, is the musical
counterpart of the jubilation of a nation which has regained its
independence and found its way to freedom.

The real-life sequences, interwoven into the operatic drama
and combining with them to make a sweeping drama of contemporary sig-
nificance, have been rehearsed and edited to achieve the same pace and
[illegible] which found such widespread critical and popular acceptance in

previous "Project 20" events: "Three, Two, One--Zero," "Nightmare in Red," "The Twisted Cross" and "The Great War." To seek historic film footage for these factual phases of the drama, "Project 20" researchers ransacked the film archives of two continents. Some of these scenes from contemporary history show Emperor Franz Josef and his court, Adolf Hitler and his Brown Shirts, and the people of Austria today.

In "Call to Freedom," some of the most celebrated artists of the Vienna State Opera will be seen and heard for the first time on American television. The "Fidelio" cast includes such internationally famous stars of the music world as Martha Moedl, as Leonora; Anton Dermota, as Florestan; Irmgard Seefried, as Marcellina; and Paul Schoeffler, as Don Pizarro. Dr. Karl Bohm leads the Vienna Philharmonic in the opera performance.

For the historical drama interwoven with the operatic scenes, Robert Russell Bennett, music director of the "Project 20" series, has arranged and conducted a score utilizing themes from Beethoven overtures, concertos, symphonies and other works. Thus all of the music for the 90-minute program is Beethoven's.

The script, written by Salomon with Richard Hanser and Philip Reisman Jr., quotes extensively from Beethoven's letters and conversations, so that he becomes, in "Call to Freedom," a verbal as well as a musical commentator on the theme of man's struggle toward the ideal of freedom.

The staff which worked with Salomon is creating "Call to Freedom" is the same one that produced the prize-winning "Victory at Sea" series and the earlier "Project 20" events.

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NBC-New York, 12/5/56

[illegible] "Figures in" [illegible] "[illegible] The, [illegible]," "[illegible] [illegible]," "The United Front" and "The Open Mind." In each bitterly [illegible] for these [illegible] phases of the drama, "Project 20" re-[illegible] punctuated the film archives of two continents. Footage [illegible] from contemporary history upon Mussolini, Franz Josef and [illegible], Adolf Hitler and his Brown Shirts, and the people of [illegible].

In "Call to Freedom," some of the most celebrated melodies of the Vienna Opera Opera will be seen and heard for the first time on [illegible] television. The "Finale" will include such internationally [illegible] alike of the music world as Hugo Wolf, as Lawrence Anthony [illegible], as Florence; Imogene Coquelin, as Mozzillia; and Paul [illegible], as Don Ricardo. Mr. Karl Ebb leads the Vienna [illegible] in the opera performance.

For the editorial done interwoven with the operatic [illegible], Roland Russell Taylor, music director of the "Project 20" [illegible], has arranged and conducted a score utilizing themes from [illegible] overtures, concertos, symphonies and other works. Thus all [illegible] music for the 30-minute program is Beethoven's.

The script, written by Salomon and Hanns Hanser and [illegible] Balsam Jr., quotes extensively from Beethoven's letters and [illegible] conversations, so that he becomes, in "Call to Freedom," a verbal as [illegible] as a musical commentator on the march of man's struggle toward [illegible] ideal of freedom.

The staff which worked with Salomon in creating "Call to Freedom" is the same one that produced the prize-winning "Victory at [illegible]." Angela and Jim Gaither "Project 20" events.

WNC-New York, 1/27/38

Attention, Sports Editors

NBC-TV AND RADIO NETWORKS TO COVER TEXAS CHRISTIAN-SYRACUSE GRIDIRON CLASH IN COTTON BOWL ON NEW YEAR'S DAY

The 1957 Cotton Bowl Game in Dallas, Tex., between Texas Christian and Syracuse will be covered by the NBC Television and Radio networks Tuesday, Jan. 1 (1:45 p.m., EST). The telecast will be co-sponsored by Bristol-Myers Company, through Doherty, Clifford, Steers and Shenfield, Inc., and by Carter Products, Inc., through Sullivan, Stauffer, Colwell and Bayles, Inc.

This will be the fifth consecutive year that NBC is covering the Cotton Bowl contest. The annual classic will be one of NBC-TV's New Year's Day attractions, which include the Tournament of Roses Parade (11:45 a.m., EST) and the Rose Bowl Game (4:45 p.m., EST), both in Pasadena, Calif.

Texas Christian will be playing in the Cotton Bowl for the second straight year. The Horned Frogs lost to Mississippi, 14-13, last January. TCU finished second in the Southwest Conference race.

Syracuse this week was awarded the 1956 Lambert Trophy as the top team in the East. Syracuse is ranked eighth in the nation and TCU is 14th.

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NBC A SERVICE OF RCA

December 5, 1956

TWO NBC AFFILIATES--KRON-TV (SAN FRANCISCO) AND WOWO (FORT WAYNE)--WIN EDISON FOUNDATION AWARDS

Stations KRON-TV of San Francisco and WOWO of Fort Wayne, Ind., both NBC affiliates, have won Thomas Alva Edison Foundation awards.

Station KRON-TV was named "the television station that best served youth" in 1956.

Station WOWO was selected as "the radio station that best served youth" in 1956.

Each station received a scroll and won for a high school senior in its community an Edison Scholarship of $1,000 to be used toward college education.

NBC's "Wide Wide World" won the Edison award for "the television program best portraying America." (Details of the award were in the NBC Daily News Report, Tuesday, Dec. 4.)

CAST, CREDITS AND WHO'S WHO FOR S. HUROK'S "FESTIVAL OF MUSIC" TO BE COLORCAST ON "PRODUCERS' SHOWCASE"

(NBC, MONDAY, DEC. 10, 8-9:30 P.M., EST)

CREDITS

Produced By.....S. HUROK

NBC Executive Producer.....MORT ABRAHAMS

Directed By.....KIRK BROWNING

Narrator.....JOSE FERRER

Musical Director.....GEORGE BASSMAN

NBC Program Supervisor.....ALVIN COOPERMAN

Associate Producer.....LEO DAVIS

Production Supervisor.....SHELLEY HULL

Unit Manager.....WARREN BURMEISTER

Associate Director.....DEAN WHITMORE

Settings.....BURR SMIDT

Costumes.....ROBERT FLETCHER

Choral Supervision.....GEORGE SCHICK

Assistant Conductor.....FELIX POPPER

TV Musical Assistant.....RUDOLPH FELLNER

Musical Audio Director.....DAVID SARSER

Technical Director.....JACK COFFEY

Lighting Director.....JACK FITZPATRICK

Audio.....FRED CHRISTIE

(more)

NAVY, SOCIETY AND NBC'S WNC WON 5, HONORS "FESTIVAL OF MUSIC"

TO BE COLORCAST ON "PRODUCERS' SHOWCASE"

(NBC, MONDAY, DEC. 10, 8-9:30 P.M., EST)

CREDITS

Produced By.....

NBC Executive Producer.....MORT ABRAHAMS

Directed By.....KIRK BROWNING

Narrator.....

Musical Director.....GEORGE PARKMAN

NBC Program Supervisor.....ALVIN COTRELL

Associate Producer.....

Production Supervisor.....

Unit Manager.....

Associate Director.....DEAN MULTIMORE

Settings.....BURR SMIDT

Costumes.....

Choral Supervision.....

Assistant Conductor.....PHILIX FORTUNE

TV Musical Production.....

Musical Unit Director.....DAVID SANETT

Technical Director.....JACK CURRY

Lighting Director.....JACK FITZPATRICK

Make-up.....

(more)

CREDITS (CONT'D)

Casting.....JOAN MacDONALD,
GEORGIO D'ANDRIA

Makeup.....DICK SMITH

Production Stage Manager.....GEORGE LAWRENCE

Production Assistant.....EDITH HAMLIN

Sponsors.....RCA and The WHIRLPOOL-
SEEGER CORPORATION

Agency..... KENYON & ECKHARDT

Origination.....NBC BROOKLYN COLOR
STUDIOS (LIVE)

NBC Press Representative (N.Y.).....ALEC S. NYARY

* * *

PROGRAM & CAST

JOSE FERRER will narrate the program.

ALFRED WALLENSTEIN will conduct the Showcase Symphony Orchestra.

ACT 1

SCENES FROM ACT 1 OF "LA TRAVIATA" ("THE LOST ONE") BY GIUSEPPE VERDI.

Violetta.....VICTORIA DE LOS ANGELES

Alfredo.....BARRY MORELL (NOTE: Mr. Morell sings Alfredo in place of Richard Tucker, previously announced for the role, who was obliged to cancel because of other contractual obligations.)

Flora.....ELIZABETH DOUBLEDAY

(more)

TUESDAY (Cont'd)

Casting.....JOAN MacDONALD,

GUGLIELMO D'ANGELA

MADAME.....JOAN SAUNDERS

Professor Ivan Bunsby.....PETER LAWSON

Production Assistant.....EDITH HAMILTON

Director.....CB and the Producer

Assistant Producer

Special.....DEVON & BRENDAN

Publicist.....ATC Production Office

STUDIOS (LIVE)

and Film Supervisor (pt.).....ALEC H. BYARS

* * *

PROGRAM 3 CAST

Cast: MORRIS will narrate the program.

ALFRED WALLENSTEIN will conduct the Showcase Symphony Orchestra.

ACT I

SCENES FROM ACT I OF "LA TRAVIATA" ("THE LOST ONE") BY GIUSEPPE VERDI.

VIOLETTA.....ISABELLA DE LUCA

Alfredo.....DARRY MORRELL (NOTE: Mr. Morell sings Alfredo in place of Michael Tucker, previously announced for the role, who was obliged to cancel because of sore-throat difficulties.)

Giorgio.....ELLIOTT SHOWALTER

(more)

ACT 1 (CONT'D)

Gaston.....VIRGINIO ASSANDRI

The Marquis.....ARTHUR NEWMAN

The Baron.....ROY URHAUSEN

Doctor.....JOSHUA HECHT

Twelve Gentlemen.....FRED CUSHMAN, JEAN DEIS, GLADE PETERSON, WILLIAM REYNOLDS, MARVIN WORDEN, NINO VENTURA, ARA ADRIAN, RUSSELL CHRISTOPHER, FRANCIS MONACHINO, PETER SLIKER, WILLIAM WOLFF, EUGENE GREEN

Sixteen Ladies SHIRLEY CHESTER, THERESA GRAY, NORMA GREGG, ERNA GWILLAM, ANNE HUMPHREY, PATRICIA LOGSDON, FRANCIS PAIGE, MARY JUDD, ELIZABETH MANNION, CAROLE O'HARA, RUTH SCHUMACHER, VIRGINIA VINEY, LINDA McNAUGHTON, MARY GIOSA PASCALE, TAMARA BERING, JOAN BISHOP

Four Men.....DAVID NILLO, GLENN OLSEN, GENE GAVIN, RALPH BEAUMONT

Major-Domo..... ROGER WHITE

* * *

ACT II

Soloist, Classical Guitar Selections....ANDRES SEGOVIA

Soloist, Spirituals.....MARIAN ANDERSON, Contralto

Soloist, Piano Concerto, Rachmaninoff's "Rhapsodie on a Theme of Paganini"....ARTUR RUBINSTEIN (Accompanied by Alfred Wallenstein conducting the Showcase Symphony Orchestra)

(more)

ACT I (CONT'D)

Gaston.....VIRGINIO ASSANDRI

The Barons.....ARCHIE BEMMAN

The Baron.....JOE CHALDEN

Gordon.....[illegible]

Thalia Berlitzman.....[illegible], [illegible],

GLADE PETTERSON, WILLIAM REYNOLDS, MARVIN WORKMAN, NINO VENTURA, ARA ADRIAN, RUSSELL CHRISTOPHER, FRANCIS MONAGHINO, PETER SLEKER, WILLIAM WOLFF; EUGENE GREEN

Dancers Lucia:.....[illegible],

THERESA GRAY, NORMA GERGO, IRMA GWILLIAM, ANNE HUMPHREY, PATRICIA LOPSHAW, [illegible], MARY JUNE, [illegible], MANNION, [illegible], [illegible], VIRGINIA VANEY, LINDA McNAUGHTON, MARY GLORIA PASQUALE, TAMARA MERRING, JOAN BISHOP

Your Host.....DAVID [illegible], [illegible]

OLSEN, GENE GAVIN, RALPH BEAUMONT

Valet-Dead.....[illegible]

* * *

ACT II

Lalala, Classical Guitar Selections.....ARTHUR [illegible]

Violin, Cornelius.....[illegible]

Contralto

Lalala, Tiny Cornelius, Harmonica

"Rhapsodie on a Theme of Paganini"....ARTHUR RUBINSTEIN

(Accompanied by Alfred Wallenstein conducting the Symphony Orchestra)

(Intermission)

ACT III

DEATH SCENE FROM ACT III OF MODEST MOUSSORGSKY'S "BORIS GODUNOV"

Boris Godunov.....BORIS CHRISTOFF

Brother Pimen.....NICOLA MOSCONA

Shuisky.....MICHAEL POLLACK

Feodor.....KIRK JORDAN

Twelve Boyars.....(See Listing for 12 Gentlemen in "La Traviata")

Twelve Monks.....(Same as 12 Boyars)

Sixteen Nuns.....(See Listing for 16 Ladies in "La Traviata")

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NBC-New York, 12/5/56

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

December 5, 1956

PLAYERS FOR 'KRAFT TV THEATRE' AND 'LUX VIDEO THEATRE' COLORCASTS

Cast for "Teddy Bear," drama of a war veteran who avenges the death of his friend; colorcast on KRAFT TELEVISION THEATRE Wednesday, Dec. 12 (NBC-TV, 9 p.m., EST, in color and black and white).

Starring -- Michael Tolan as.....Nate
Tom Carlin.....Ted

With -- Marian Brash as.....Peg
Brett Somers.....Jonnie
John Shellie.....Tramp
Karl Light.....Mike
Joseph Sweeney.....Farmer

* * *

Cast for "Christmas in Connecticut," the story of a young woman's pose as a dedicated housewife; colorcast on LUX VIDEO THEATRE Thursday, Dec. 13 (NBC-TV, 10 p.m., EST).

Starring -- Mona Freeman as.....Elizabeth Lane

With -- Ed Kemmer as.....Jefferson Jones
Leon Askin.....John Sloan
Rolan Winters.....Alexander Yardley

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CASTS FOR 'ROBERT MONTGOMERY PRESENTS' AND 'CIRCLE THEATRE'

Cast for "The Young and Beautiful," drama of a teenage sub-deb who cannot fall in love, on ROBERT MONTGOMERY PRESENTS THE JOHNSON'S WAX PROGRAM Monday, Dec. 10 (9:30 p.m., EST):

Starring -- Lee Remick as.....Josephine Perry

With -- Leslie Woods as.....Mrs. Perry

Terry O'Sullivan.....Mr. Perry

Geoffrey Horne.....Travis De Coppet

James Olson.....Captain Dicer

Douglas Watson.....Anthony Harker

Fran Carlon.....Mrs. Bray

Sandy Horn.....Lillian

Barry McGuire..... Ed Bement

John Olson.....Sonny Dorrance

* * *

Cast for "Search, Seizure and Arrest!" actual dramatization of the tracking down of a narcotics smuggler, on ARMSTRONG CIRCLE THEATRE Tuesday, Dec. 11 (NBC-TV, 9:30 p.m., EST):

Starring -- Robert Pastene as.....Lou Michaels

Walter Brooke.....Boland

John Lehne.....Alvin

Wallace Rooney.....Vincente

Dennis Patrick.....Willie Fry

With -- Ann Flood as.....Woman with Painting

Nat Polen.....Captain

Addison Powell.....Lowell

Jock MacGregor.....Doctor

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NBC-New York, 12/5/56

NBC TRADE NEWS
A SERVICE OF RCA

December 6, 1956

ROBERT W. SARNOFF HONORED FOR 'OUTSTANDING CONTRIBUTION TO MUSIC ON TV';
NBC PERSONALITIES AND PROGRAMS WIN 12 SYLVANIA TELEVISION AWARDS;
'KAISER ALUMINUM HOUR' NAMED 'OUTSTANDING NEW SERIES'

Robert W. Sarnoff, President of the National Broadcasting Company, has received a special Sylvania Television Award for his "outstanding contribution to music on television," with special reference to his launching of the "NBC Opera Theatre."

In all, NBC won 12 of the 23 network awards presented tonight (Thursday, Dec. 6) at the annual Sylvania awards dinner in the Hotel Plaza, New York.

The "Kaiser Aluminum Hour," the weekly dramatic program which went on the air in the Fall of 1955, was selected as the "outstanding new series."

Other award-winning NBC personalities and programs were:

-- "A Night to Remember" on the "Kraft Television Theatre" on March 28, winning two awards as the "outstanding television adaptation" and the "outstanding production."

-- Joan Lorring in "The Corn is Green" on the "Hallmark Hall of Fame" telecast of Jan. 8, for the "outstanding performance by a supporting actress."

(more)

-- The "Ernie Kovacs Show" as the "outstanding comedy show."

-- The "NBC Opera Theatre" as the "outstanding serious musical series."

-- "The Bachelor" on the Sunday Spectacular of July 15, as the "outstanding light musical production."

-- The "Kraft Television Theatre" as the "outstanding dramatic series."

-- "Project 20" as the "outstanding documentary series."

-- "The Long Way Home" on "Robert Montgomery Presents the Schick Television Theatre" March 28, as the "outstanding human interest program."

-- The "NBC Matinee Theater" as the "outstanding network daytime show."

In addition, NBC won a special citation for its coverage of the national political conventions.

The citations were read by Don Ameche.

Describing the basis for establishing the awards six years ago, Don G. Mitchell, Chairman and President of Sylvania Electric Products, Inc., said that "we feel that our responsibility to the public extends beyond the manufacture of television products. We have a strong and continuing interest in helping to assure that television programs serve the widest possible range of public interest and service."

Programs of two NBC affiliates won Sylvania awards. The award for "outstanding local news and special events" went to the program "Deadline," broadcast by KOMO-TV, Seattle. The award for "outstanding local children's program" was won by "Big Brother Bob Emery," on WBZ-TV, Boston.

(more)

The award citation to Mr. Sarnoff said: "The committee of judges feels that -- with one notable exception -- there always has been a dearth of attention to the 'creative television techniques' possible in the world of music. That important exception is the 'NBC Opera Theatre,' and one man is primarily responsible for bringing it to us. To that man, a special Sylvania Television Award has been voted.

"He launched the 'NBC Opera Theatre' several years ago, and it has brilliantly fulfilled his three aims: to present opera in English, to follow plausible casting policies so that singers fit the parts they are portraying, and to have the words sung clearly so that everyone may understand them. Without compromising the quality of opera, this program has made it enjoyable to millions. At considerable expense -- and almost always as an unsponsored public service -- 'NBC Opera Theatre' has presented a series of operas which have given many millions of Americans their first contact with the joys of this kind of music-and-drama. The 'Opera Theatre' has, furthermore, commissioned new operas such as 'Amahl and the Night Visitors.'

"Now, having created this vast audience for opera, NBC is serving it with in-person opera. A traveling company of the 'NBC Opera Theatre' is playing dozens of American communities. Last night, it was in Hartford. Tomorrow night, it is scheduled to appear in Philadelphia.

"For an outstanding contribution to music on television, a special Sylvania Television Award goes with congratulations and appreciation to Robert W. Sarnoff, President of the National Broadcasting Company."

(more)

Other award citations were:

KAISER ALUMINUM HOUR -- "Television's greatest problem is maintaining high quality in programming. For its consistently high standard of dramatic entertainment, week after week, throughout the year, the Sylvania Award for the outstanding new television series of 1956 goes to the 'Kaiser Aluminum Hour.' The Award goes to the producing organization, NBC...A citation was voted to the sponsor, the Kaiser Aluminum Company, for bringing this fine program to the television screen."

A NIGHT TO REMEMBER -- "As a mass medium, television is an unequaled instrument for broadening popular awareness of the world's best literature. But not all literary works are ready-made for adaptation to the television medium. In recognizing unusual skill and success in translating an important book into an outstanding television script, the Sylvania judges voted Awards for the outstanding television adaptation of 1956 to George Roy Hill and John Whedon, for their distinguished work in adapting 'A Night to Remember' to the television medium...The judges voted a citation to the script editor, Edward Rice."

A NIGHT TO REMEMBER -- Every now and then, a TV program becomes outstanding for its sheer virtuosity as a live production. Its cast is so large and so brilliant, its sets are so numerous and so impressive, its many scenes flow together so smoothly and with such spectacular and dramatic effect that the viewer can only wonder at how it was all done. In any case, it is sure to stand as a monument to the artists, and to the administration genius of one man -- its producer. The production we have been describing, of course,

(more)

can be none other than 'A Night to Remember' ... and so the Award for the 'Outstanding Production of 1956' goes to its producer, Mr. Maury Holland...Citations go to...Mr. George Roy Hill, who directed it; Mr. Duane McKinney, who designed those remarkable stage settings; and to the Kraft Foods Company, whose sponsorship made it possible."

JOAN LORRING -- "One very good measure of acting talent is the ability and the willingness to portray an unsympathetic character. A very wonderful actress did that in 'The Corn is Green' on television. In a convincing way, she undermined the future of a boy...and won the heartfelt hostility of her audience. This was a wonderful acting job in a supporting role. The Sylvania Awards judges applaud, and present this award to, Miss Joan Lorring...For his very able direction of Miss Lorring, in 'The Corn is Green,' a citation to Mr. George Schaffer."

ERNIE KOVACS SHOW -- "The most illusive commodity in all showbusiness, the most heartbreaking, nerve-wracking, ulcer-forming thing a producer can contend with...the most brain-splitting assignment any writer can ever agree to undertake...the most frightening task in any performer's repertoire...is comedy. To make people laugh and keep on laughing is the achievement of very special and superior kind of genius. To keep them laughing, week after week after week, may often seem on Mondays like an impossible job. Outstanding among the few who were able to do this, in 1956, is Mr. Ernie Kovacs, whose usually fresh, usually spontaneous comedy is known to stir up mirth in practically everyone but Ernie, himself. Through it all, he maintains a seriousness of demeanor which suggests strongly that he already is worrying about next week's show. To the Ernie Kovacs Show,

(more)

which served as a Summer replacement, goes the Sylvania Award as the outstanding comedy program of 1956...Citations go to Rex Lardner, Deke Hayward, Mike Marmer (writers); to Perry Cross, the producer; and Barry Shear, the director."

NBC OPERA THEATRE -- "There was only one possible choice for the judges in choosing the winning program in the category, 'Outstanding Musical Series.' This Sylvania Television Award goes to the 'NBC Opera Theatre'...and specifically to the executive producer, who brings all the elements together to form a brilliant television production every time -- Mr. Samuel Chotzinoff...A citation goes to Mr. Peter Herman Adler, Musical and Artistic Director of all the NBC Opera Theatre productions."

THE BACHELOR -- "Light popular music is here to stay, of course. The judges were charmed by one musical program which combined a small treasury of original songs with a delightfully witty story. The entire divertissement was conceived and written by a man of many talents -- singer, pianist, writer, comedian. For the successful application of television techniques to the presentation of popular music, a Sylvania Award goes to 'The Bachelor,' and the man who created it, Steve Allen!...To receive citations: Joseph Cates, the producer; Hal March, who acted and sang in 'The Bachelor'; Carol Haney, who acted, sang and danced; and Ervin Drake, who wrote some of the original music in the show."

KRAFT TELEVISION THEATRE -- "The foundation of all theatre is drama, and has been ever since the Greeks filled their amphitheatres with the sound and fury of the plays of Apochylus. Perhaps the most satisfying experience in television entertainment is living

(more)

vicariously the adventures of the characters in a good television play. One television series has provided this kind of satisfaction more consistently and in greater degree than any other, in 1956, in the opinion of the judges. The Sylvania Award for the outstanding dramatic series goes therefore to the 'Kraft Television Theatre'... The Committee of Judges voted a citation to the Kraft Foods Company, for sponsoring this fine series."

PROJECT 20 -- "Television has become an important medium for the visual presentation of factual material. For its faithful and exciting documentation of a wide variety of subjects of general interest, the Sylvania Award for the best documentary television program of 1956 goes to 'Project 20.' To receive it, the NBC producer, Henry Salomon. For bringing 'Project 20' to the NBC network, the Judges voted a citation to Mr. Davidson Taylor. A citation goes also to a key figure in the preparation of these programs, the film editor, Mr. Isaac Kleinerman."

THE LONG WAY HOME -- "Sometimes a program escapes classification, yet is so undeniable in its impact on the senses... so appealing to the emotions...that it demands recognition. One program in particular, this year, was factually documented yet was carefully staged, in its faithful re-enactment of a man's terror and despair in the face of a heart attack. It happened on a commuter train, as he was riding home after work. Death seemed indeed to be at his very elbow in 'The Long Way Home'...and so this program was singled out by the judges for a special Sylvania Award as the 'Outstanding Human Interest Program of 1956.' It appeared in the Robert Montgomery series...Citations will be given to the collaborators who

(more)

adapted the original story to television -- Robert Wallace and Burton J. Rowles; to John Newland, the director; and to John Beal, the actor whose excellent portrayal of the man who had the attack helped make this outstanding."

NBC MATINEE THEATER -- "One of the inescapable conditions of a television program with a broad appeal to women is that it provides regular relaxation and escape, if you will, from the routine of daily homemaking chores. As in radio before it, this is well done in television through some form of dramatic presentation. But drama is extremely difficult to maintain at a decently high artistic level. For its success in doing so, five days a week, throughout 1956, the Sylvania Award for the most outstanding daytime program goes to NBC for 'NBC Matinee Theater'...It's a tremendous chore -- producing an hour-long drama five days each week. For meeting the challenge brilliantly, the judges voted a citation to the producer of 'NBC Matinee Theater,' Mr. Albert McCleery."

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NBC-New York, 12/6/56

TRIBUTE TO NBC'S 30TH ANNIVERSARY READ INTO
CONGRESSIONAL RECORD BY SENATOR IVES

NBC's 30th anniversary has been duly noted in the Congressional Record.

Senator Irving M. Ives (R.-N.Y.) pointed out that the network began operations on Nov. 15, 1926, and proceeded to read a statement into the record (which follows, in part):

"In (NBC's) initial program there was set a standard which was designed to, and consistently has adhered to, the principle that only the finest is good enough for the American family.

"Within the life span of everyone present in this Chamber, our great cities still were, in a manner of speaking, island communities. Overnight, the inventive and organizational genius of men like Brig. General David Sarnoff and the men who served with him made the entire nation next-door neighbors. In the simple flick of a switch the amazing world of electronic science was to change the lives of an entire nation. Mass communication, a notion we dreamed of with Jules Verne and H.G. Wells, was now a bewildering fact.

"As we look back, even so short a span as 30 years, it is difficult to try to conceive life when there was no radio or television."

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NBC-New York, 12/6/56

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

December 6, 1956

TOURNAMENT OF ROSES PARADE IN PASADENA TO BE COLORCAST NEW YEAR'S DAY; ANNE JEFFREYS, ROBERT STERLING, JIMMY WALLINGTON TO NARRATE EVENT

Anne Jeffreys and Robert Sterling, one of the best-known married couples in showbusiness, will join forces with veteran announcer Jimmy Wallington to present the story of the Tournament of Roses when NBC televises the famed Pasadena parade on New Year's Day.

NBC's coverage of the procession will be presented in color and black and white and will take place from 11:45 a.m. to 1:45 p.m., EST. The first 15 minutes, in the formation area, will be shown in black and white and the "creepie peepie" portable camera which won such acclaim during the political conventions will be used to provide candid shots. As the parade turns on to Colorado Boulevard, the color cameras will go into action.

Producer Bill Kayden and Director Bill Bennington, the same team which coordinated the network's exclusive coverage of the tournament for the past five years, will assume the same roles during this year's telecast.

In addition to their narrative duties, Miss Jeffreys, Sterling and Wallington will have direct microphone hookups with such celebrities as grand marshal Eddie Rickenbacker and Lawrence Welk -- both of whom will be riding on floats -- and will converse with them to provide participants'-eye-views of the affair.

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In their description of the procession of flower-bedecked floats, the three principals will relate human interest stories and historic facts about this 68-year-old parade which now draws more than a million visitors annually to the relatively small city of Pasadena.

On view will be the more than 60 floats -- some of them cost $20,000 and some are coming from foreign lands -- plus 20 marching bands and more than 200 equestrian units. All the floats are fashioned of living flowers.

NBC's live color cameras will be placed strategically on the parade route. One will be located atop a high building, two others will be at 18 foot and 10 foot levels, and a fourth will be on a boom at street level.

Sponsors for NBC-TV's coverage of the tournament are the Minute Maid Corporation and the Florists' Telegraph Delivery Association, through Ted Bates & Co. and Grant Advertising Agency, respectively.

Other New Year's Day attractions following the Tournament of Roses Parade on NBC-TV are the Cotton Bowl Game (1:45 p.m., EST) and the Rose Bowl Game (4:45 p.m., EST).

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NBC-New York, 12/6/56

ERIC JOHNSTON, PRESIDENT OF MPAA, ON 'YOUTH WANTS TO KNOW'

Eric Johnston, President of the Motion Picture Association of America and a recognized expert on the Middle East, will be the guest on Theodore Granik's YOUTH WANTS TO KNOW Sunday, Dec. 9 (NBC-TV, 2:30-3 p.m., EST; NBC Radio, 10:30-11 p.m., EST).

Mr. Johnston will be questioned by teenagers from the Washington, D.C., area. Stephen McCormick will moderate the program, which will originate in Washington.

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TEN TOP STARS TO PARTICIPATE IN 'THE UNICEF STORY'

Ten prominent stars of showbusiness will take part in THE UNICEF STORY, an NBC Radio program celebrating the tenth anniversary of the United Nations Children's Fund, Tuesday, Dec. 11, 9:30-10 p.m., EST (network except WRCA; WRCA only, Wednesday, Dec. 12, 9:30-10 p.m., EST).

They are Celeste Holm, who will be narrator; Danny Kaye, Charles Boyer, Claudette Colbert, Bing Crosby, Greer Garson, Peter Lawford, Ava Gardner, Audrey Hepburn and Brandon de Wilde. The program will consist of high points of UNICEF broadcasts of the past decade.

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NBC-New York, 12/6/56

NBC A SERVICE OF RCA

ROBERT F. LEWINE ELECTED A VICE PRESIDENT IN NBC'S TELEVISION NETWORK PROGRAM DEPARTMENT

FOR RELEASE MONDAY A.M., DEC. 10

Robert F. Lewine has been elected a Vice President in the National Broadcasting Company's television network program department, it was announced today by Robert W. Sarnoff, President of NBC.

Mr. Lewine, who joins NBC in mid-December after resigning as Vice President in charge of Television Programming and Talent for the American Broadcasting Company, will report to Emanuel Sacks, Vice President, Television Network Programs for NBC.

Mr. Lewine joined ABC as Eastern Program Director in February, 1953. In September, 1954, he was named director of the ABC-TV program department and in January, 1956, was elected Vice President in charge of Programming and Talent. He and his wife live with their 11-year-old son in New York.

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NBC-New York, 12/7/56

SPECIAL CLOSED CIRCUIT USED TO OUTLINE 1957 PROMOTION CAMPAIGN FOR "THE HOUSE THAT 'HOME' BUILT"

Details of the NBC-TV HOME programs's 1957 "House That HOME Built" promotion were announced to more than 1,000 home builders and their suppliers, gathered at NBC studios in 90 cities across the country, via a special closed-circuit telecast over NBC television facilities yesterday (Thursday, Dec. 6, 6-6:30 p.m., EST).

Richard A.R. Pinkham, NBC Vice President, Advertising, opened the closed-circuit program and introduced Arlene Francis and Hugh Downs stars of HOME. They explained the promotional plans for the "House That HOME Built" to the audience which included national clients and sales and promotion personnel from NBC's affiliated stations.

Bruce McCarty, Knoxville, Tenn., architect who was commissioned by HOME to design the 1957 "House That HOME Built," described some outstanding features of the ranch-type building, that can be built at a cost of under $20,000 or, for an expanded model, at $25,000 and up. It incorporates recommendations from HOME's editors, "House & Home" magazine, and the technical committee of the National Association of Home Builders.

The promotion schedule calls for regular features on housing, decorating, home-building and home-buying to be presented on HOME starting in February. These features will be presented once

(more)

a month at the start of the campaign, increasing in frequency to everyday saturation in September when exhibition models of the house are to be completed in all parts of the country, concurrent with National Home Week. This will provide ample opportunity for national and local advertisers to take advantage of the promotion.

NBC's Participating Program Department's special promotions unit is managing and coordinating the "House That HOME Built" 1957 promotion.

The closed-circuit telecast originated in NBC's Studio 6-B in New York and was a presentation of NBC Telesales.

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NBC-New York, 12/7/56

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

NBC COLOR TELECAST SCHEDULE

Dec. 16 -22

Sunday, Dec. 16

3:30-4:00 p.m., EST -- ZOO PARADE -- "Strange Animal Habits."

7:30-9:00 p.m., EST -- HALLMARK HALL OF FAME -- Lillian Hellman's "The Little Foxes" -- Starring Franchot Tone and Greer Garson; co-starring Sidney Blackmer, E.G. Marshall and Eileen Heckart; with Peter Kelley, Lauren Gilbert, Mildred Trares, Lloyd G. Richards and Georgia Burke.

9:00-10:00 p.m., EST -- THE CHEVY SHOW -- Starring Dinah Shore. Guests are Roy Rogers, Dale Evans, Dizzy Dean and special attraction Donald O'Connor.

Monday, Dec. 17

3:00-4:00 p.m., EST -- NBC MATINEE THEATER -- "Prominent Citizens."

7:30-7:45 p.m., EST -- THE NAT KING COLE SHOW.

Tuesday, Dec. 18

3:00-4:00 p.m., EST -- NBC MATINEE THEATER -- "Head of the Family."

8:30-9:00 p.m., EST -- NOAH'S ARK -- "Once Upon a Midnight."

10:30-11:00 p.m., EST -- BREAK THE $250,000 BANK -- With quiz-master Bert Parks.

Wednesday, Dec. 19

3:00-4:00 p.m., EST -- NBC MATINEE THEATER -- "The Password."

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Wednesday, Dec. 19 (Cont'd)

9:00-10:00 p.m., EST -- KRAFT TELEVISION THEATRE -- "The Wonderful Gift," by Bob Crean; with Mildred Dunnock, Conrad Nagel, Ruth McDevitt, Clifford David, Valerie Cossart.

Thursday, Dec. 20

3:00-4:00 p.m., EST -- NBC MATINEE THEATER -- "Late Love."

10:00-11:00 p.m., EST -- LUX VIDEO THEATRE -- "Hollywood's Musical Holiday Revue" -- Starring Gordon MacRae. A musical salute to the great hit songs from motion pictures of the last quarter century. With Jeanette MacDonald, Nelson Eddy, Shirley Jones, Phil Harris and Jack Cassidy.

Friday, Dec. 21

3:00-4:00 p.m., EST -- NBC MATINEE THEATER -- "Eugenie Grandet," with Peggy McKay, Dayton Lummis, Lillian Bronson and Val Dufour.

8:30-9:00 p.m., EST -- WALTER WINCHELL SHOW -- Tonight's guests are Eddie Fisher, Frankie Lymon and the Teenagers.

Saturday, Dec. 22

8:00-9:00 p.m., EST -- PERRY COMO SHOW -- Perry's guests tonight are Rosemary Clooney and her sister Gail, and 11-year-old organist Glenn Derringer.

9:00-10:30 p.m., EST -- SATURDAY SPECTACULAR -- "Holiday on Ice," a Christmas colorcast starring Sonja Henie in a number of "on-ice" presentations; also special variety acts including Julius LaRosa, Jaye P. Morgan, Ernie Kovacs, Nairobi Trio, Al Kelly and the Goofers; and Olympic men's figure skating champion Hayes Alan Jenkins. Art Linkletter is emcee.

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3 - NBC Color Telecast Schedule

THE FOLLOWING SHOWS WILL APPEAR ON WRCA-TV ONLY:

Monday	Dec. 17	11:25 - 11:30 a.m.	-- WRCA-TV WINDOW
		1:00 - 2:00 p.m.	-- TEX AND JINX.
through	through	6:45 - 7:00 p.m.	-- ESSO NEWS.
		11:10 - 11:15 p.m.	-- TEX ANTOINE.
Friday	Dec. 21	11:15 - 11:25 p.m.	-- HY GARDNER.
		11:25 - 11:30 p.m.	-- PUNCH LINE.
Saturday	Dec. 22	11:00 - 11:15 p.m.	-- SAVARIN NEWS.

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NBC-New York, 12/7/56

NBC-TV NEWS

NBC OPERA COMPANY COMPLETES ITS FIRST ANNUAL TOUR WITH PUBLIC ACCLAIM FOR PRESENTATIONS IN ENGLISH; PLANS SECOND TOUR WITH THREE OPERAS

FOR RELEASE SUNDAY A.M., DEC. 9

The NBC Opera Company completed its First Annual Tour of 47 cities with a performance of "Madam Butterfly" at the Mosque Theatre in Newark, N.J. on Saturday, Dec. 8. The company of 100 had travelled in 10,000 miles in three buses to 47 cities, to give 54 performances of "Madam Butterfly" by Puccini and "The Marriage of Figaro" by Mozart. Both operas were presented in English, which is a basic policy of the NBC Opera Company and its counterpart, the NBC Television Opera Theatre.

The second tour now is being booked by Judson O'Neill and Judd and will include three operas, with "La Traviata" and the two offered this season.

Uniformly good reviews greeted both productions throughout the tour. Enthusiastic audiences showed appreciation for the "operas in English." Many invitations for return engagements, as well as offers for new appearances next year, already have been received.

(more)

The principal artists touring this season included Mildred Allen, Kira Baklanova, Jimi Beni, Frances Bible, Adelaide Bishop, Walter Cassel, Davis Cunningham, Phyllis Curtin, Shirlee Emmons, Edith Evans, Howard Fried, Berte Goapere, Thomas Hayward, Ralph Herbert, Ruth Kobart, John Kuhn, David Lloyd, Mary MacKenzie, Elaine Malbin, Gail Manners, Mac Morgan, Michael Quinn, Emile Renan, John Tyers, Luigi Vellucci, Louis Whetsel, Edward Williams and Frances Yeend. The conductors were Peter Herman Adler and Herbert Grossman.

The operas were produced by Samuel Chotzinoff, with Adler as music and artistic director. Adler staged "The Marriage of Figaro" and Bill Butler staged "Madam Butterfly." Sets and lighting were by William and Jean Eckart, and costumes by Alvin Colt.

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NBC-New York, 12/7/56

STOCKTON HELFFRICH TO SPEAK ON 'TELEVISION COMES OF AGE'

"Television Comes of Age" will be the subject of a talk by Stockton Helffrich, Director of Continuity Acceptance for NBC, at the annual convention of the Speech Association of America in the Conrad Hilton Hotel, Chicago, Ill., on Friday morning, Dec. 28.

Gordon Davis, General Manager of radio station KYW in Cleveland, Ohio, and Edward Bronson, Director of Television Code Affairs for the National Association of Radio and Television Broadcasters, also will address the convention. Mr. Davis will discuss the responsibilities of the broadcaster, and Mr. Bronson will comment on self-regulation by stations.

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CORRECTION, PLEASE

The name of producer-director George Schaefer was misspelled in story, released yesterday, noting his Sylvania Award citation for directing Joan Lorring in "The Corn Is Green" on NBC-TV's HALLMARK HALL OF FAME last season. The line should have read: "For his very able direction of Miss Lorring in 'The Corn Is Green,' a citation to Mr. George Schaefer."

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NBC-New York, 12/7/56

MUSIC FROM 'THE STINGIEST MAN IN TOWN' NBC COLORCAST WILL BE HEARD ABROAD VIA SPECIAL HALF-HOUR RADIO VERSION

The captivating music of "The Stingiest Man in Town" will be heard not only by the television audience in the U.S. when the 90-minute musical adaptation of Charles Dickens' "A Christmas Carol" is colorcast on THE ALCOA HOUR Sunday, Dec. 23 (NBC-TV, 9-10:30 p.m., EST), but by residents in parts of Germany and Austria as well.

According to the United States Information Agency, a half-hour version of the holiday musical, featuring most of the music, and with composer Fred Spielman as narrator, will be broadcast by the Austrian Broadcasting System on Christmas Eve over all stations of the Austrian network.

Also RIAS, the American Radio in Berlin, will broadcast the show on Dec. 23. Various West German stations, among them Radio Munich, Frankfurt and Stuttgart will broadcast it on Christmas Eve, Dec. 24, or shortly after.

The cast of singers for the musical production includes Vic Damone, Johnny Desmond, Patrice Munsel, The Four Lads, Martyn Green, Robert Weede, Betty Madigan and Robert Wright. They will

(more)

support Basil Rathbone who makes his first appearance as a singer in the title role of Scrooge.

Eleven songs will be heard in the 90-minute colorcast. Janice Torre has written the book and lyrics to Spielman's music.

Joel Spector is executive producer of the holiday original which is being produced for "The Alcoa Hour" by Theatrical Enterprises, Inc.

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NBC-New York, 12/7/56

NBC TRADE NEWS
A SERVICE OF RCA

X-H

December 10, 1956

KAREL PEARSON IS APPOINTED DIRECTOR OF
NBC RADIO NETWORK, PACIFIC DIVISION

Karel Pearson has been appointed Director of the NBC Radio Network, Pacific Division, it was announced by Matthew J. Culligan, Vice President in charge of the NBC Radio Network. In his new post, Mr. Pearson, who has served as manager of talent operations for NBC's Pacific Division since Oct. 1, 1956, will report directly to Mr. Culligan.

Joining NBC's owned station in San Francisco, KNBC, in June, 1934, as an office boy, Mr. Pearson soon became a clerk in the network's traffic department before being transferred to the same department in NBC's Hollywood offices in 1937.

In January, 1941, while serving as assistant traffic manager for the network's Pacific Division, he joined the U.S. Army as a private and rose to the rank of lieutenant colonel in the Air Force before he was honorably discharged in 1945.

Returning to NBC in Hollywood, he became night manager of the radio program department. Subsequent promotions included the posts of operations manager, production manager and program manager

(more)

for NBC Radio in Hollywood. In 1955 he was named program supervisor of the Pacific Division's television program department and a year later became manager of talent operations for the Pacific Division.

Born in Omaha, Neb., Mr. Pearson attended public schools and California Concordia College in Oakland, Calif. He and his wife live with their two sons in Tarzana, Calif.

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NBC-New York, 12/10/56

December 10, 1956

Attention, Sports Editors

NBC-TV AND RADIO TO COVER EAST-WEST SHRINE GAME

The NBC Television and Radio networks will cover the 32nd annual East-West Shrine Game in San Francisco's Kezar Stadium on Saturday, Dec. 29 (4:45 p.m., EST).

This will be the second straight year that NBC-TV is presenting the game. The telecast will be sponsored by Chrysler Corporation, through McCann-Erickson, Inc.

Football players from all sections of the country, including many All-America selections, participate each year in the East-West classic. Among the stars playing this year are Paul Hornung, Notre Dame quarterback who is the 1956 Heisman Trophy winner, and Jim Parker, Ohio State's great guard, on the East team; and Stanford quarterback John Brodie, the nation's total-offense leader, and Jon Arnett, Southern California halfback, on the West squad.

Since the East-West series began at the end of the 1925 football season, the West has won 14 games, the East 13 and there have been four ties. The East took last year's contest, 29-6.

The East-West Game is a special charity effort of the Masonic Shrine, with proceeds going to the Shriners Hospital for Crippled Children in San Francisco.

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SEVEN GENERAL MOTORS DIVISIONS SPONSORING "WIDE WIDE WORLD" WIN OHIO EDUCATION ASSOCIATION AWARD FOR SERIES' "SUPERIOR EDUCATIONAL QUALITIES"

The seven divisions of the General Motors Corporation sponsoring NBC-TV's WIDE WIDE WORLD have won an Ohio Education Association Award for providing "programs of superior educational qualities."

The A.C. Spark Plug, United Motors Service, Delco-Remy, Harrison Radiator, Saginaw Steering Gear, Hyatt Bearings and New Departure Divisions of General Motors were commended by the organization of 59,000 Ohio teachers as "deserving of our encouragement, our recognition and our appreciation."

NBC, New York, 12/10/56

NBC TRADE NEWS

PLAQUE 'TO WALTER WINCHELL, A GREAT AMERICAN'
AWARDED BY HOLLYWOOD MASQUERS CLUB

A gold plaque bearing the inscription "To Walter Winchell, a great American" was presented by the Hollywood (Calif.) Masquers Club to the syndicated columnist and NBC-TV host at a banquet Wednesday, Dec. 5, attended by several hundred guests from the entertainment field.

Movie actor Pat O'Brien was toastmaster at the affair attended by such dais personalities as Jack Benny, Bob Hope, Dick Powell, Vincent Price, Jack Haley, Allan Jones, Joe Frisco, Eddie Fisher, Buddy Adler, L. Wolfe Gilbert, columnist Bill Kennedy, David Hearst, Vincent X. Flaherty, Champ Butler, Mervyn Leroy, Tony Martin and Sol Lesser.

The plaque presentation was made by Harry Joe Brown, Masquers Harlequin.

Winchell is originating his Friday night show (NBC-TV, 8:30 p.m., EST, in color and black and white) from the NBC Color City Studios in Burbank, California, during the month of December.

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NBC-New York, 12/10/56

FOR IMMEDIATE USE

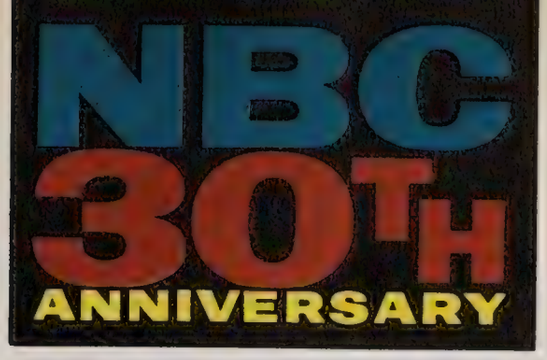
PLAQUE 'TO WALTER WINCHELL, A GREAT AMERICAN'
AWARDED BY HOLLYWOOD MAGPUSHES CLUB

A gold plaque bearing the inscription "To Walter Winchell, a great American" was presented by the Hollywood (Calif.) Magpuses Club to the syndicated columnist and NBC-TV host at a banquet Wednesday, Dec. 3, attended by hundred guests from the entertainment field.

Movie actor Pat O'Brien was toastmaster at the affair attended by such data personalities as Jack Benny, Bob Hope, Earl Carroll, Vincent Price, Dick Haymes, Allan Jones, Jay Freund, Sally Blane, Henry Wilcoxon, J. Edward Bromberg, columnist Bill Kennedy, David Hearst, Vincent X. Flaherty, Champ Butler, Mervyn Leroy, Tony Martin and Sol Lesser.

The plaque presentation was made by Henry Joe Brown, Magpuses President.

Winchell is originating his Friday night show (NBC-TV, 8:30 p.m., EST, in color and black and white) from the Mad Color City Studios in Burbank, California, during the month of December.



AWARDS OF MERIT PLAQUES ARE PRESENTED TO SIX NBC RADIO AFFILIATED STATIONS BY PRESIDENT SARNOFF

Six stations affiliated with the NBC Radio Network for at least 30 years will be presented with Awards of Merit plaques by Robert W. Sarnoff, President of the National Broadcasting Company, during a special ceremony on NBC-TV's "Today" program Friday morning, Dec. 14.

The ceremony will take place during NBC's four-day observance of its 30th Anniversary at the new Americana Hotel in Bal Harbour, Miami Beach, Fla., where "Today" will originate for two days, Dec. 13 and 14 (7-9 a.m., EST).

The six stations and their representatives who will receive the plaques are: WJAR, Providence, R.I., accepted by Joseph Sinclair, Administrative Assistant to the Vice President; WWJ, Detroit, Mich., by Edwin K. Wheeler, General Manager; WTIC, Hartford, Conn., by Paul W. Morency, President and General Manager; KSD, St. Louis, Mo., by George M. Burbach, General Manager; WCSH, Portland, Me., by William H. Rines, Managing Director; and WDAF, Kansas City, Mo., accepted by H. Dean Fitzer, Managing Director.

The plaque reads in full: "The National Broadcasting Company Presents This Award of Merit to Radio Station_____in Recognition of Its Thirty Years of Service, Broadcasting in the Public Interest as an Affiliate of the National Broadcasting Company."

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NBC-New York, 12/12/56

December 12, 1956

EXTENSIVE COVERAGE OF PRESIDENTIAL INAUGURATION
SCHEDULED BY NBC FOR BOTH TELEVISION AND RADIO

NBC-TV will devote five hours of live television to the Presidential inaugural ceremonies and celebrations Monday, Jan. 21. NBC Radio will provide three hours of inauguration coverage.

Heading the NBC News staff covering the inauguration will be Chet Huntley and David Brinkley, co-editors of "NBC News" and anchor men during NBC-TV's convention and election coverage.

The schedule of activities to be covered by television follows (All times are EST):

11 a.m.-12 noon -- Pre-Inauguration Ceremonies. Motorcade from the White House to the Capitol.

12-1 p.m. -- Administration of the Presidential Oath and the Inaugural Address.

1-3:30 p.m. -- The President's Parade.

11:30 p.m.-12 midnight -- The Inaugural Ball.

NBC Radio has presently scheduled coverage from 11:30 a.m. until 2:30 p.m., EST.

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NBC SPOT SALES

News

December 12, 1956

2,600 AGENCY EXECUTIVES RECEIVE RADIO AND TV DOLLS AS CHRISTMAS GIFT FROM NBC SPOT SALES

Two colorful throw-pillow dolls -- one holding a symbolic portable radio and the other a portable television receiver -- are being sent to agency executives as a Christmas gift from NBC Spot Sales.

The dolls are packed in a beautiful cylindrical box which is itself a useful and charming expression of the holiday spirit. A red and green Christmas card conveys the season's greetings from Jack Reber, Director of NBC Spot Sales, and suggests that the box be used as a colorful magazine rack, waste basket, knitting box, hat box or toy box.

This year's throw-pillow gift is the latest in a series of unusual Christmas mailings by NBC Spot Sales. Last year the present was a specially produced cardboard Christmas train loaded with delicacies for the whole family. In 1954, a little stuffed leopard cat named "Spotsie" was distributed and was so popular that he immediately became the unofficial mascot of NBC Spot Sales. The previous year's gift was a live miniature Christmas tree, purchased in Indiana and ready to be planted in the recipient's garden. NBC Spot Sales still receives letters telling of the tree's growth and beauty.

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publicity department • NBC SPOT SALES • *30 Rockefeller Plaza, N. Y. 20, N. Y.* • CI 7-8300

CAST, CREDITS, SEQUENCES FOR NBC'S "SATURDAY SPECTACULAR"--"SONJA HENIE STARRING IN 'HOLIDAY ON ICE'"--COLORCAST OF DEC. 22 (9-10:30 P.M., EST), WITH JULIUS LA ROSA, JAYE P. MORGAN, ERNIE KOVACS, "HOST" LINKLETTER

CAST LIST

Sonja Henie

Julius La Rosa

Jaye P. Morgan

Ernie Kovacs

The Goofers

Al Kelly

Art Linkletter ... Host

Nairobi Trio

Buddy LaLonde -- jumper (ice)

Hayes Alan Jenkins -- Olympic champion figure skater

Dru and Dijon -- ice adagio team

Karen Smith

Maureen Arthur

Peter Hanley

Miss Henie's Ice Company

PRODUCTION CREDITS

PRODUCER:	Perry Cross
DIRECTOR:	Sid Smith
ASSOCIATE DIRECTOR:	Marcia Kuyper
ICE CHOREOGRAPHER:	Ted Shuffle

(more)

NBC-TV NEWS

DATE, [illegible], [illegible] [illegible] "[illegible]"--
"[illegible] HERITE STARRING IN 'HOLIDAY ON ICE'"--CONCORDAT OF
DEC. 22 (9-10:30 P.M., EST), WITH JULIUS LA ROSA.
JACK P. MORGAN, [illegible] [illegible], "[illegible]" [illegible]

CAST LIST

Donja Burke

Julius La Rosa

Mary T. Harper

Merle Kirkham

Tim Goodwin

Al Reilly

[illegible]

[illegible]

Rusty Lalonde -- [illegible] (ice)

[illegible] Alan Bodkin -- [illegible], [illegible] [illegible]

Jay and Dijon -- Jan Rubeglio team

[illegible]

[illegible]

Peter Hunley

Alan Morris's Ice Company

[illegible]

[illegible]: [illegible]

[illegible]: [illegible]

[illegible]: [illegible]

[illegible]: [illegible]

(end)

PRODUCTION CREDITS (CONT'D)

MUSIC CONDUCTOR:	Harry Sosnik
WRITER:	Harvey Orkin
NBC PROGRAM SUPERVISOR:	Julian Bercovici
UNIT MANAGER:	Rick Kelly
TECHNICAL DIRECTOR:	Jack Coffey
AUDIO DIRECTOR:	Fred Christie
LIGHTING DIRECTOR:	John D. Fitzpatrick
PRODUCTION STAGE MANAGER:	George Lawrence
PRODUCTION ASSISTANT:	Mary Ann Gudzin
NBC COSTUME SUPERVISOR:	J. Mostolier
NBC SCENIC SUPERVISOR:	Garden Bailey
NBC PRESS REPRESENTATIVE:	Betty Ann Lanigan (New York)
POINT OF ORIGINATION:	Brooklyn (N.Y.)
SPONSOR:	The Oldsmobile Division of General Motors, RCA Victor and The Whirlpool-Seeger Corporation.
AGENCIES:	D.P. Brother Co., Inc. for Oldsmobile; Kenyon and Eckhardt for RCA Victor and Whirlpool-Seeger.

PROGRAM SEQUENCE

1. The Pink Ballet -- Sonja Henie and the skaters.
2. Art Linkletter and comedian Al Kelly.
3. Jaye P. Morgan singing a medley.

(more)

Harry Bennett

Brian Donlevy

Allen Dulles

Alan Dwan

Paul Douglas

John D. Rockefeller Jr.

George Lawrence

Jack Van Evrie

A. Rosbolder

Gordon Bailey

Ruby Ann Dunham (Lee Ann)

Brooklyn (N.Y.)

The Oldsmobile Division of General Motors, RCA Victor and the Military Sales Operation.

D.F. Fortune Co., Inc. for Oldsmobile; Kenyon and Eckhardt for RCA Victor and Metropolitan Opera.

Program Production

1. The Pink Panther -- Sonja Henie and the sixpence.
2. Art Linkletter and Jeopardy Al Kelly.
3. Dave F. Morgan singing a medley.

(more)

PROGRAM SEQUENCE (CONT'D)

4. Hawaii and Alaska Ice Ballet.
5. The Nairobi Trio (with Ernie Kovacs).
6. Buddy LaLonde -- skating jumper.
7. Tyrolean Ice Ballet.
8. The Biography of Sonja Henie -- narrated by Art Linkletter, illustrated by films.
9. Hayes Alan Jenkins -- Olympic figure skating champion.
10. Julius La Rosa singing "Ridin' High."
11. Julius La Rosa and Jaye P. Morgan -- duet "Christmas Song."
12. "Swing Street" -- ice ballet.
13. Dru and Dijon -- ice adagio team.
14. The Goofers -- instrumental group.
15. The Nutcracker Suite -- ice ballet.
16. Julius La Rosa -- "Oh Holy Night."

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NBC-New York, 12/12/56

New-New York, 12\12\56

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

NBC COLOR TELECAST SCHEDULE
For January, 1957 (All Times EST)

Tuesday, Jan. 1

11:45 a.m.-1:45 p.m. -- TOURNAMENT OF ROSES PARADE.

8:30-9 p.m. -- NOAH'S ARK.

10:30-11 p.m. -- BREAK THE $250,000 BANK.

Wednesday through Friday, Jan. 2-4

3-4 p.m. -- NBC MATINEE THEATER.

Wednesday, Jan. 2

9-10 p.m. -- KRAFT TELEVISION THEATRE.

Thursday, Jan. 3

10-11 p.m. -- LUX VIDEO THEATRE -- "It Happened on Fifth Avenue."

Saturday, Jan. 5

8-9 p.m. -- PERRY COMO SHOW -- With guests Walter Pidgeon and Johnny Puleo and his Gang.

Sunday, Jan. 6

9-10 p.m. -- THE ALCOA HOUR.

Monday through Friday, Jan. 7-11

3-4 p.m. -- NBC MATINEE THEATER.

Monday, Jan. 7

9:30-10:30 p.m. -- ROBERT MONTGOMERY PRESENTS.

(more)

2 - NBC Color Telecast Schedule

Tuesday, Jan. 8

8:30-9 p.m. -- NOAH'S ARK.

10:30-11 p.m. -- BREAK THE $250,000 BANK.

Wednesday, Jan. 9

9-10 p.m. -- KRAFT TELEVISION THEATRE.

Thursday, Jan. 10

10-11 p.m. -- LUX VIDEO THEATRE -- "Just Across the Street," starring Julie Adams.

Saturday, Jan. 12

8-9 p.m. -- PERRY COMO SHOW -- With guests Pattie Page and comedian Mort Sahl.

Sunday, Jan. 13

2-4 p.m. -- NBC-TV OPERA THEATRE -- "War and Peace."

9-10 p.m. -- THE CHEVY SHOW -- STARRING DINAH SHORE.

Monday through Friday, Jan. 14-18

3-4 p.m. -- NBC MATINEE THEATER.

Monday, Jan. 14

9:30-10:30 p.m. -- ROBERT MONTGOMERY PRESENTS.

Tuesday, Jan. 15

8:30-9 p.m. -- NOAH'S ARK.

10:30-11 p.m. -- BREAK THE $250,000 BANK.

Wednesday, Jan. 16

9-10 p.m. -- KRAFT TELEVISION THEATRE.

Thursday, Jan. 17

10-11 p.m. -- LUX VIDEO THEATRE.

Saturday, Jan. 19

8-9 p.m. -- PERRY COMO SHOW.

9-10 p.m. -- SATURDAY SPECTACULAR -- "The Jerry Lewis Show."

(more)

3 - NBC Color Telecast Schedule

Sunday, Jan. 20

9-10 p.m. -- THE ALCOA HOUR.

Monday through Friday, Jan. 21-25

3-4 p.m. -- NBC MATINEE THEATER.

Monday, Jan. 21

9:30-10:30 p.m. -- ROBERT MONTGOMERY PRESENTS.

Tuesday, Jan. 22

8:30-9 p.m. -- NOAH'S ARK.

10:30-11 p.m. -- BREAK THE $250,000 BANK.

Wednesday, Jan. 23

9-10 p.m. -- KRAFT TELEVISION THEATRE.

Thursday, Jan. 24

10-11 p.m. -- LUX VIDEO THEATRE.

Saturday, Jan. 26

8-9 p.m. -- PERRY COMO SHOW.

Sunday, Jan. 27

9-10 p.m. -- GOODYEAR TELEVISION PLAYHOUSE.

Monday through Thursday, Jan. 28-31

3-4 p.m. -- NBC MATINEE THEATER.

Monday, Jan. 28

9:30-10:30 p.m. -- ROBERT MONTGOMERY PRESENTS.

Tuesday, Jan. 29

8:30-9 p.m. -- NOAH'S ARK.

10:30-11 p.m. -- BREAK THE $250,000 BANK.

Wednesday, Jan. 30

9-10 p.m. -- KRAFT TELEVISION THEATRE.

Thursday, Jan. 31

10-11 p.m. -- LUX VIDEO THEATRE.

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NBC-New York, 12/12/56

NBC TRADE NEWS
A SERVICE OF RCA

December 12, 1956

Attention, Sports Editors

NBC-TV AND RADIO TO CARRY PRO FOOTBALL TITLE GAME

The National Football League championship game on Sunday, Dec. 30 will be carried by NBC-TV and NBC Radio for the second consecutive year. The telecast will be blacked out in the city of origination.

The TV and radio coverage will be sponsored by the Pontiac Motor Division of General Motors Corporation. MacManus, John and Adams, Inc., is the agency.

The contest will be played at the home field of the Eastern Conference titleholder. The two possible parks are Yankee Stadium, home of the New York football Giants, and the Washington Redskins' Griffith Stadium. The Giants, in first place with a 7-3-1 record, can clinch the Eastern crown by winning or tying their final game Dec. 15. The Redskins have two games remaining and must win both, with the Giants losing, to gain the sectional title.

In the Western Conference, the Detroit Lions, with a 9-2 mark, and the Chicago Bears, with 8-2-1, have title aspirations. They clash Dec. 16, and a victory or tie will win the conference crown for the Lions.

Commentators for the telecast and broadcast will be announced soon.

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CREDITS FOR 1956-57 PROFESSIONAL BASKETBALL 'GAME OF THE WEEK' SERIES ON NBC-TV

TIME:	Saturdays starting Dec. 15 and continuing through March 30, 2:30 p.m., EST, to conclusion (approximately 4:30 p.m., EST).
PROGRAM COVERAGE:	Telecasts of 15 National Basketball Association games, including three playoff contests. There will be two games originating from Syracuse, Rochester, Fort Wayne and Minneapolis, and one game from New York, Boston, Philadelphia and St. Louis.
COMMENTATORS:	Curt Gowdy and Lindsey Nelson.
PRODUCER:	Perry Smith.
DIRECTOR:	Harry Coyle.
SPONSORS:	Carter Products, Inc., one-quarter of the Dec. 15 and Dec. 22 games and one-quarter of six additional telecasts on alternate weeks starting Jan. 12. Bristol-Myers Company, one-quarter of seven games on alternate weeks starting Jan. 5. Brown and Williamson Tobacco Company, one-quarter of Jan. 5, Jan. 19, Feb. 2 and Feb. 16 games.
AGENCIES:	Sullivan, Stauffer, Colwell & Bayles, Inc. (for Carter); Doherty, Clifford, Steers & Shenfield, Inc. (for Bristol-Myers); Ted Bates and Company (for Brown and Williamson).
NBC PRESS REPRESENTATIVE:	Bob Goldwater (New York).

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NBC-New York, 12/12/56

BROWN AND WILLIAMSON TO SPONSOR PORTION OF SATURDAY BASKETBALL TELECASTS

The Brown and Williamson Tobacco Company, for its Viceroy Cigarettes, will sponsor one-quarter of four alternate Saturday afternoon telecasts of the National Basketball Association professional games on NBC-TV (2:30 p.m., EST), it was announced today by William R. (Billy) Goodheart, Jr., Vice President, NBC Television Network Sales.

The contract calls for Brown and Williamson to sponsor one-quarter of the Jan. 5, Jan. 19, Feb. 2 and Feb. 16 telecasts. Ted Bates and Co., Inc., is the advertising agency for Brown and Williamson.

Earlier, Carter Products, Inc., signed to sponsor one-quarter of the first two games, on Dec. 15 and Dec. 22, and one-quarter of six additional telecasts on alternate weeks starting Jan. 12; and the Bristol-Myers Co. ordered one-quarter of seven games on alternate weeks starting Jan. 5.

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NBC-New York, 12/12/56

FOR RELEASE FRIDAY A.M., DEC. 14

NBC TO PROVIDE FIRST LIVE PROGRAMMING EVER PRODUCED EXPRESSLY FOR EDUCATIONAL TV STATIONS ON NATIONAL BASIS, PRESIDENT SARNOFF TELLS CONVENTION

MIAMI BEACH, Fla., Dec. 13 -- Robert W. Sarnoff, President of the National Broadcasting Company, tonight announced that NBC in 1957 will provide the first live programming ever to be produced expressly for educational television stations on a national basis.

The proposal -- of major significance to educators and educational television stations across the country -- was disclosed by Mr. Sarnoff in a speech at the network's 30th Anniversary Convention, being held this week at the Americana Hotel here.

"It is NBC's plan, during 1957," Mr. Sarnoff said, "to furnish specialized educational programs to all of the nation's non-commercial educational stations. These programs will be produced in our studios and furnished live to the educational stations over our network lines."

The NBC President said the programming service will be provided at no charge to educational stations. NBC has committed more than $300,000 for programs, production facilities and personnel in connection with the 1957 project. He also announced that the

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Educational Television and Radio Center at Ann Arbor, Mich., which has received funds from the Ford Foundation, is supplying the local loops to connect the educational stations with the NBC network lines and is consulting closely with NBC on the design of the programs.

"These programs will be telecast during an afternoon time period which does not conflict with our regular schedule," he declared. "They will also be kinescoped for repeat broadcast or subsequent classroom use, thus creating an important and enduring educational television library."

In other highlights of his talk, Mr. Sarnoff:

Drew a "hopeful" picture of future network radio operations and expressed the belief that "we are approaching a base on which our radio operation can not only be maintained, but can grow in stature as an important public service."

Warned that television as a communications service will "ride a toboggan of decline" if the current flood of feature and syndicated film programs leads to displacement of network programs and thereby sparks a trend that results in curtailing networks' access to the air.

Welcomed three-network television competition as adding overall strength to the medium, but pointed out that with three intensely competitive networks a wider audience spread has resulted.

Hailed color television as the "booster charge for our fourth decade."

Expressed confidence that governmental and FCC studies

(more)

educational television and radio center at Ann Arbor, Mich., which has received funds from the Ford Foundation, is supplying the local people to connect the educational stations with the NET network. Also and is consulting closely with NET on the design of the programs.

"These programs will be directed during an afternoon time period which does not conflict with our regular schedule," he indicated. "They will also be kinescoped for repeat broadcasts or educational classroom use, thus creating an improvement and enriching educational television library."

In other highlights of his talk, Mr. Barnett:

Drew a "logical" picture of future network radio operations and expressed the belief that "we are approaching a time on which our radio operation can not only be maintained, but can grow in stature as an important public service."

Warned that television as a communications medium will "take a toboggan of death" if the current flood of failures and specialized film programs lead to elimination of network programs and thereby create a trend that results in overselling networks' access to the air.

Advocated turnpike-network television competition as adding overall strength to the medium, but pointed out that with these inherently competitive networks a wider audience spread has resulted.

Hailed color television as the "boonless change for our fourth crusade."

Expressed confidence that governmental and FCC attitude

(more)

of broadcasting would result, "when all the facts are weighed on the scales of public interest," in a balance heavily in favor of the present network structure. But he reminded broadcasters that one of their principal tasks is to explain their complex business to representatives of government.

Mr. Sarnoff said that the education programs to be provided by NBC next year will consist of three half-hour presentations each week, with instruction in mathematics, the humanities and government. The project will extend through 26 weeks in 1957, beginning in March for 13 weeks, and resuming in October for another 13-week period. Each of the three program series will be conducted by experts in the field, and the NBC President disclosed that James R. Newman, author and editor of "The World of Mathematics," already has agreed to supervise the mathematics course.

"We see our 26-week project as a demonstration operation," Mr. Sarnoff said. "We believe that when our project terminates at the end of 1957, its values and lessons can be carried forward in ways that will help enrich the whole future of education by television."

Discussing present network radio operations, Mr. Sarnoff noted that at the 30-year mark network radio is beginning a comeback by "turning from the things that television can do better and focusing on the things it can do best."

"In the camp of one radio network, at least, there is no intention of hoisting the white flag," he said. "We have plunged upstream, against the current, to find new types of audience and

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advertiser service. At long last, I believe, we are approaching a base on which our radio operation can not only be maintained but can grow in stature as an important public service. I am encouraged to say this because of the solid support our new proposals have received from our radio affiliates. Together we are underwriting a determined campaign to restore network radio's usefulness and strength."

The NBC President warned that the invasion of TV by feature and syndicated films "could change the entire character and scope of television if it is not thoughtfully assessed by broadcasters in long-range terms."

"Today," he said, "television is at a crossroads: one fork has color signposts and points to programming created for the medium itself, with emphasis on live service. The other fork follows a detour to a reservoir of motion picture film, built up over the past 20 years.

"At NBC, we have carefully weighed alternatives for the network and our owned stations. We have decided that television's future rests along the route we now chart. We shall continue our emphasis on live television, on fresh new programs designed for the medium, and on the development of color. We believe this is the way to maintain television's momentum and vitality."

Mr. Sarnoff reminded the respresentatives of the affiliated stations attending the convention that the network's 30th Anniversary is its Pearl Anniversary, and added: "The pearl of broadcasting today is color."

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He pointed out that NBC is aiming next season for at least two color programs a night with the hope that soon the bulk of the network's nighttime schedule will be in color. He termed high-attraction network color shows the best and quickest means of creating national color circulation, just as the Milton Berle shows of the late 1940s spurred black-and-white circulation.

"Through the network structure, color service has already spread nationally," Mr. Sarnoff said. "Today, 95 per cent of all television homes are within reach of color signals. The majority of our affiliates have equipped themselves to transmit network color, and about 30 stations on the network are originating their own live color shows. They, and we, are riding the color tide of the future."

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NBC-12/56

FOR RELEASE FRIDAY A.M., DEC. 14

NBC PRESIDENT SARNOFF STRESSES NEED FOR GOVERNMENTAL, PUBLIC AND PRESS UNDERSTANDING OF 'COMPLEX OPERATION' OF NETWORKS

MIAMI BEACH, Fla., Dec. 13 -- The need for governmental, public and press understanding of the "complex operation" of networks was emphasized here tonight by Robert W. Sarnoff, President of the National Broadcasting Company.

Mr. Sarnoff's remarks were contained in his speech before NBC affiliates and guests gathered for the network's 30th Anniversary Convention at the Americana Hotel.

"I believe those who seek to evaluate the network service, or criticize it, have a responsibility to understand this complex operation before arriving at judgments," he said. "Many of the ready-made opinions about networks come from those with only a surface knowledge of their operations."

At the same time, he acknowledged that "much of the hubbub" probably can be traced to networks themselves, adding: "I suspect we networks have failed to convey a proper understanding of what we are and how we operate to three basic groups: the public, the government and the press."

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"It is ironic," Mr. Sarnoff said, "that a service of such value and potential, with an outstanding track record over 30 years, should find itself so little understood at a time of its greatest success. In part, I think, this stems from its enormous complexity and the widely conflicting pressures brought to bear on it.

"One hand deals with sponsors and agencies, with talent and agents, with outside producers and film groups. A second hand deals with hundreds of stations, managed by rugged individualists; a third with government. A fourth hand deals with the press and, above all, with a sensitive public that can, in turn, be warm, irascible, enthusiastic or plain, downright angry. Pretty soon you run out of hands."

The NBC Chief Executive called public sensitivity toward broadcasting "truly an Eighth Wonder of the World" and noted that in the year now ending NBC headquarters, its stations, field offices, artists and producers will have received about 3,000,000 letters from the public.

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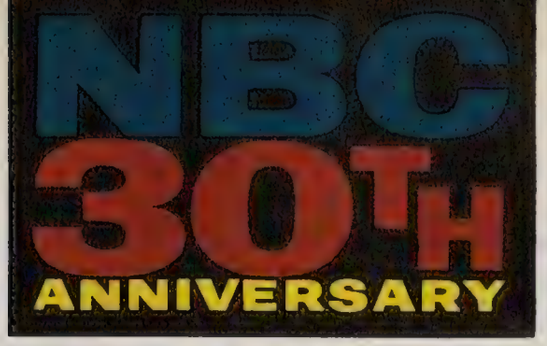
NBC-12/56



FOR RELEASE FRIDAY A.M., DEC. 14

THIRTIETH ANNIVERSARY ADDRESS

BY ROBERT W. SARNOFF, PRESIDENT OF NBC

Mr. Chairman, Governor Collins and Guests of the National Broadcasting Company:

I feel like the parachute jumper hired by NBC in 1929. A transmitter was strapped to his back, a microphone thrust in his hand, and he was told to jump and talk. The jump was successful, no broken bones, no shattered equipment. But the parachutist got "mike" fright and not a word came out for a waiting national audience.

Here I am poised for a jump back to thirty years ago when network broadcasting began and when I was only eight years old. This poses a problem of some delicacy. Any talk about those days will be subject to an on-the-spot check-up, since some of the gentlemen in the audience are part of the story -- men like Walter Damm and Harold Hough, Bill Hedges, George Burbach and Dean Fitzer. They were all in radio when the NBC network of 25 stations carried its first broadcast from the old Waldorf-Astoria Hotel in New York. Their presence, naturally, limits the amount I can exaggerate about the good old days -- a severe handicap for any anniversary speaker.

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However, the story of that first four-and-a-half hour broadcast, with such stars as Will Rogers, Mary Garden and Walter Damrosch, is now almost textbook lore. Our Press Department has ground it out a hundred times. If you seek further details, I recommend Ben Gross' fine book, "I Looked And I Listened."

The first network show was not important just because the initials of the network were NBC. It was the process it put into motion that had significance. Hundreds of individual stations, with irregular, makeshift programming, lacking audience interest, and without an economic basis for growth or even survival -- this was the radio picture in 1926. The unifying force of the network service started the evolution of an American communications system that today reaches the world over; that is more watched, more listened to, and more relied upon -- particularly in times of peril -- than any communications form man has devised.

I suppose any business growing as fast as ours would be plagued by problems. There were problems even in the early years. Our carbon mikes were allergic to sopranos who had a tendency to get too close and overload them with high C's. We had to erect barriers to keep the ladies and the mikes apart. One of our early singing stars couldn't force out a note unless the studio was dimly lit with pink lampshades. Mary Pickford was petrified by the sight of a microphone, and our engineers had to conceal it inside a globe. We used to broadcast Sunday afternoon concerts from the great hall of New York City College, and George Stewart, an engineer still with us, hid in the choir loft at each concert because the organist refused to play if he were in sight.

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Beyond these routine problems, there were the crises -- in other words, big problems. In 1927 a fuse blew just as a remote from Brooklyn was about to go on the air. My friend, O.B. Hanson, now RCA's Vice President for Engineering Services, poked around with a penknife, closed the circuit, and then stood there, knife in hand, for more than an hour until the show ended. I have O.B. planted in the audience tonight with that same penknife -- just in case this 1956 mike blows.

When NBC was born, RCA announced the event in a full-page newspaper advertisement. Re-reading it the other day, I was impressed by one paragraph describing the job of the network President.

"One of his major responsibilities," it said, "will be to see that the operations of the National Broadcasting Company reflect enlightened public opinion, which expresses itself so promptly the morning after any error of taste or judgment or departure from fair play."

There might be some question today about the President of NBC operating the company so that it reflects enlightened public opinion, but there can be no question about the public expressing itself promptly the morning after. If that paragraph had only included the words, "public and newspaper critics," it would rank with the prophecies of Nostradamus.

The ad told of the need for regular programming of "quantity and quality." It predicted that if such a service were furnished "no home in the United States could afford to be without a receiving set." It said that NBC's programs would be made "available to other

broadcasting stations throughout the country." And it expressed the hope that arrangements might be worked out "so that every event of national importance may be broadcast widely throughout the United States."

All this, of course, is now taken for granted. But back in 1926, it was a revolutionary idea.

Events moved swiftly. Within six weeks of its first broadcast NBC went transcontinental. Within a year CBS was on the air, and then Mutual. Within 5 years 5 million sets had grown to 50 million. Network signals swept across the continental mountain barriers and the western plains, joining America with the fraternal bond of sound.

In retrospect, the fifth and the tenth, the fifteenth and the twentieth anniversaries blend together. The networks rode a tide of mounting public acceptance. Stars and sponsors flocked to them. The President of the United States made his fireside chats and radio networks carried his voice to the sheepherders of Wyoming. The war years brought radio to full maturity. Sound became the dominant medium of communications and the networks made it so.

Throughout all these years, RCA and NBC were moving television along, but it was not until after our twentieth Anniversary that sight became a factor. Radio faced a turning point in 1947 as television entered the commercial broadcasting lists. Many broadcasters were inclined to stick with a comfortable and prosperous radio operation and leave television to the future. But there is no protection in standing still. This was the message our affiliates

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heard at their first convention in Atlantic City. They were urged to seize this new opportunity. And those who did formed the television vanguard. I am sure they have never regretted their decision.

As network television revenues soared, network radio revenues declined. Stars and producers and executives migrated from one medium to the other. The picture of our third decade became one of changing concepts, a struggle on the one hand to find a permanent and useful pattern for network radio; a struggle on the other to keep abreast of the network television service that was growing with unbelievable speed.

Today the service that came to life in the old Waldorf finds itself in an ambiguous position. There are four national radio networks, 2800 stations, 140 million receivers. Never has a communications medium achieved such totality of national coverage. Yet none of the networks, I suspect, is contributing many nickels this year to stockholder dividends; and the struggle to develop a permanent economic base for a service of such enormous national importance continues.

Even so, the picture is hopeful. At the thirty-year mark, network radio is finding the bedrock of essential service and is beginning a modest rebound -- turning from the things that television can do better, focusing on the things it can do best.

In the camp of one radio network, at least, there is no intention of hoisting the white flag. We have plunged upstream, against the current, to find new types of audience and advertiser service. At long last, I believe, we are approaching a base on which

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[illegible] - Thursday Morning Session

[illegible] to their first convention in Atlantic City. They were asked to [illegible] this new opportunity. And those who did formed the foundation [illegible] and. I am sure they must never regret their decision.

As network television revenues increased, network radio [illegible] declined. Sponsor and production dollars were diverted from [illegible] medium to the other. The glamour of our white dress [illegible] or observing conscience, a struggle in the one hand to find a [illegible] and useful pattern for network radio; a struggle on the other to keep [illegible] based of the network television service. Not was growing with [illegible] [illegible].

Today the survive that was to look on us and Talent Trade [illegible] Staff is an ambiguous condition. There are four hundred radio [illegible] [illegible], 2800 stations. 140 million receivers. Never has a communication [illegible] medium achieved such totality of national coverage. Yet [illegible] of the industry. I suspect, in contribution, they should make [illegible] considerably stylishness; and let advertiser in need in a permanent [illegible] comic base for a service of most economic relations [illegible] [illegible].

Even so, the picture is bounded. At the fifty-year mark [illegible] network radio is finding the balance of commercial revenue and is [illegible] allowing a modest renewal -- learning from the future that [illegible] to endure. Focusing on the things it can do [illegible].

As the case of one radio [illegible], there is [illegible] [illegible] of holding the audio link. [illegible] [illegible] [illegible] the moment. In [illegible] [illegible] [illegible] [illegible]. In long run, I believe, [illegible] [illegible]

our radio operation can not only be maintained, but can grow in stature as an important public service. I am encouraged to say this because of the solid support our new proposals have received from our radio affiliates. Together we are underwriting a determined campaign to restore network radio's usefulness and strength.

On the other side of the broadcast coin, television has renewed with great vibrance the cycle of network growth. The three TV networks reach nearly all the country. 452 commercial stations now function -- the vast majority profitably -- and the science and art of communicated sight have become a billion-dollar business. In mounting frequency, the television signals that blanket America are being infused with color -- true color, color as nature created it. More than 230 stations now carry network-originated color shows, and major programs are telecast in color by NBC on a daily basis.

This 30th Anniversary is our Pearl Anniversary, and the pearl of broadcasting today is color.

So, this is the highlight story of three decades, in which three great services have been created: first radio, then black-and-white television, and now color, each growing up around the network service.

But before there can be a beginning, there must be an idea. I believe Walter Damm and Harold Hough and all the other radio pioneers in this room, indeed, every radio historian, would pin the starter's flag for networking on a man who is with us tonight -- a man who had been talking broadcasting to me for exactly thirty-eight years. In 1922, my father, then General Manager of RCA, presented a plan to the

Honorary Chairman of the General Electric Company in which he pointed out that broadcasting could not be maintained on the novelty factor of just listening to anything. He said that radio's task of meeting the public's expectation would become greater than "any so far tackled by any newspaper, theatre, opera, or other public information or entertainment agency."

"The newspaper, after all, caters to a limited list of subscribers," he wrote. "The theatre presents its production to a litera handful of people, but the broadcasting station will ultimately be required to entertain a nation."

Then he posed the question: "Who is to do the broadcasting job?" His answer was a plan for the creation of a company to provide a national broadcasting service. Four years later NBC was born.

We have served the nation for thirty years -- first with radio, then television, today both. Perhaps we have done it badly at times. As the first advertisement said, "we will make mistakes," and we have. I predict we will make more.

For this is a business of infinite variety and complexity, more difficult to grasp than any other business in existence. What is it? It is entertainment -- entertainment on a scale that dwarfs the Broadway stage, the Hollywood studio. It is news -- news collected by a world-girdling organization and served up to listeners and viewers on a timetable that outraces the most nimble newspaper. It is information -- information that spans the whole range of human endeavors, from presentations on the atom to telementaries on history. It is culture -- music, opera, and Shakespeare for the millions.

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It is the omnibus national medium, akin to -- but different from -- the theatre, the newspapers, magazines, the concert hall and sports arena. It embraces other forms and it creates its own.

And while being all these things, it has also become a major industrial force, making a contribution of profound significance to the upward thrust of the American economy. The thirty years of networking parallel the thirty years of the nation's greatest industrial growth, and the relationship between the two is more than casual. Broadcasting has assumed the multiple functions of advertising, marketing, merchandising and, in effect, pre-selling the American consumer. It has streamlined a once-cumbersome sales and distributive process. It has served as a prime mover in advancing the gross national product this year beyond the 400 billion mark.

While a commercial message may occasionally be long, tedious, or -- heaven forbid -- even annoying, the true import of broadcasting's commercial aspect is that it possesses the priceless power to move merchandise, to create new mass consumption desires in a nation that consumes its way to prosperity, to strength and to security. Were this power stripped from television, the repercussions on the national economy might well be immediate and fearsome.

While thus serving American business, networking itself has become a big and complex business, which requires efficient organization and administration. It is a business, like others, with a responsibility to earn a profit -- a fact neither shameful nor distasteful. It is also a business that can succeed only if free to compete, free to devise a new and better product in the same clear climate that other American enterprises enjoy.

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It is ironic that a service of such value and potential, with such an outstanding track record over thirty years, should find itself so little understood at the time of its greatest success. In part, I think, this stems from its enormous complexity and the widely conflicting pressures brought to bear on it. One hand deals with sponsors and agencies, with talent and agents, with outside producers and film groups. A second hand deals with hundreds of stations, managed by rugged individualists; a third with government officials. A fourth hand deals with the press, and, above all, with a sensitive public that can, in turn, be warm, irascible, enthusiastic or plain, downright angry. Pretty soon you run out of hands.

In the year now ending, NBC headquarters, its stations, its field offices, its artists and its producers will have received some 3 million letters from the viewing public. In New York alone, we will have had more than 41,000 telephone calls praising or criticizing our shows, and more than 100,000 telegrams.

Public sensitivity toward broadcasting is truly the Eighth Wonder of the World. Jimmy Durante once said that "everybody wants to get into the act." He must have been thinking of networks in the year 1956 when he said it. Congressional investigations, inquiries by public agencies, demands by other television interests, have come faster than free plugs on a Bob Hope Show.

I am not sending out distress signals when I make this statement. A communications service of such enormous importance, entering so deeply into the daily life of the people, naturally, attracts public and official attention. Much of the hub-bub, in fact, can probably be traced to our own doorstep -- for I suspect we

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networks have failed to convey a proper understanding of what we are and how we operate to three basic groups: the public, the government, and the press.

However, I believe those who seek to evaluate the network service, or criticize it, have a responsibility to understand this complex operation before arriving at judgments. Many of the ready-made opinions about networks come from those with only a surface knowledge of their operations. Let me illustrate:

Periodically a hue and cry arises because good shows on competing networks are slotted opposite one another. As a result, the public cannot see both. This is usually described as an advanced form of network executive imbecility. It is a form that I expect will continue. Competition is our life blood. A show placed at a specific time can influence audience acceptance of preceding and succeeding shows. The success of an entire evening's schedule might well hinge on the placement of one show. As long as I am President of NBC, we will fight the competition's best with our best. I suspect that Frank Stanton and Leonard Goldenson share this view.

Another type of complaint -- again traceable to lack of understanding of the business -- relates to the Public Affairs area. In August the networks were criticized for excessive coverage of the political conventions when the cameras stayed live from gavel to gavel. In November, the networks were criticized for lack of complete, live United Nations coverage during a serious international crisis when great news stories were erupting in Moscow, Budapest, Port Said, Tel Aviv. We did not cancel commercial shows to cover the UN sessions

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in their entirety. I thought then, and I think now, that our News Department made a correct decision. With the intricate mechanism of networking, you cannot cut in and cut out of regular shows, particularly filmed ones, to capture undermined moments of high drama. True, you can wash out an entire evening's schedule. You can ride through hours of procedural involvements, technicalities, often uninteresting speeches, to seize the nuggets of decision; but if you do, you lose the vast majority of your national audience and we are a national medium which programs for the national audience, not just for the selected few. We retain the same right as the newspaper to exercise our best editorial judgment on the coverage of a story. Like the newspaper or the wire service, we spend whatever is necessary to get our men and equipment where the news is breaking and to open circuits to those places. We are interested in the comprehensive news picture and we think the majority of our audience is.

I do not contend that television news and special event coverage is by any means perfect. We still have much to explore, much to improve. We will not mark time in this area.

These criticisms and reactions are, in one sense, a healthy manifestation of the intense interest of the public and the press. People feel an intimacy and responsibility for television that defies historical analogy, and no two members of the public seem to agree on how we should handle our programming. The report of the NBC Night Executive Office on last November first is a classic illustration of this. It dealt, like a ship's log, with hundreds of calls that swamped our switchboard during the late afternoon and evening hours on a day of momentous political and international news. Let me quote from it:

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Before 6:00 PM -- fifty calls protesting that Adlai Stevenson apparently was not being granted equal time to answer the President's speech of the night before. General tenor of the calls: highly irate.

6:15 PM -- we announce that Stevenson is being given equal time. The switchboard lights up like a Christmas tree. We are accused of giving in to political pressure. Many callers say they intend to protest this disgrace by telegram, and never dial NBC again.

6:30 PM -- we are covering the UN live. Complaints from viewers who miss their regular programming.

6:45 PM -- our New York station cuts to the Esso news show, featuring Ken Banghart, for a world news roundup. A barrel of protests for leaving the United Nations, the callers saying that NBC cares more about making money than keeping the public informed at a time of impending disaster.

7:00 PM -- we cut to Adlai Stevenson. The calls continue furiously through his speech, some protesting that we are not at the United Nations, some protesting at giving Mr. Stevenson time, others angry at missing their regular show. Some, in fact, were so angry they hung up without fully explaining what they were angry about.

And so on into the night. On the news summaries and bulletins we brought in from the UN, we got telephone protests because our commentators referred to England and France as allied forces. There were more than 500 calls during the evening. I guess it's tougher being a network telephone operator than a network President.

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The crowning blow came two days later in a letter addressed to the President of NBC, from a mother berating us because we inserted urgent news bulletins into a children's program. This had upset her young child.

This is all part of the business of networking and if I dwell on its harassing aspects, it is not that my affection for it lessens. I have been with NBC nine years, nearly the entire life of the television network, and I find it increasingly the most rewarding occupation anyone could seek. It is stimulating, provocative, challenging. It is a service with endless possibilities for innovation and growth. I look forward to being with it for many years to come -- and I say this with full knowledge of the many problems and tasks that lie ahead.

One of these tasks, as I mentioned, is to explain ourselves to government. The past year has seen a wave of investigations questioning functions inherent in the network system. Our operating practices have also been under a drumfire of attack by outside interests. If these basic practices were prohibited, networking itself would cease to exist. A great deal of value would disappear from American broadcasting.

Yet, I am confident this will not happen, for there is really only one issue: will the public be hurt or helped if the network system is dismantled? When all the facts are weighed on the scales of public interest, I am sure the balance will be heavily in favor of the present network structure. But the Congressional and FCC studies demonstrate that it is not only important for broadcasting's contributions to be recognized, it is even more important

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that the operation of this complex business be understood. If the current investigations produce that one result, they will be well worth all the time and labor invested by the government agencies and the networks themselves.

And while we seek to explain ourselves to governmental bodies and other external groups, we must also evaluate a new factor developing within the industry itself -- the film invasion. It could change the entire character and scope of television if it is not thoughtfully assessed by broadcasters in long-range terms. It may seem to open a smooth and easy road, but it could be a short road with a dead end.

The flood of film comes from two sources which are beginning to conflict with one another: first, the backlog of Hollywood features now being released in quantity to television; second, the mounting stockpile of syndicated films, produced for television in the Hollywood lots that once served the nation's motion picture theatres. Together, they are creating enormous pressures on our industry.

The Hollywood film makers have, quite naturally, seen in the combination of their old pictures and television, a means of quick and profitable replacement for the loss of theatrical outlets and declining motion picture revenues. They have also seized on television as a means of reactivating idle movie studios and facilities. I do not criticize their decision to move into television. The financial pressures directing them toward our medium -- after the broadcasters established it as a national system -- have been obvious for some time, and the release of the feature backlogs was not unexpected.

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Insofar as the broadcaster is concerned, the price tag on feature packages almost compels him to play each film over and over again in order to recoup his costs. These packages, of course, include some fine pictures which promise good first-play ratings. But what about all the grade B, C and D films in the package? How much audience will they hold when they have been run, and rerun, and run again? And if most broadcasters take that route, where will the industry be when the end of the road is reached two or three years from now? Or will television by then have surrendered itself to the Hollywood film-makers as its main source of new product?

Today, television broadcasting is at a crossroads: one fork has color signposts and points to programming created for the medium itself, with emphasis on live service. The other fork follows a detour to a reservoir of motion picture film, built up over the past 20 years.

At NBC we have carefully weighed the alternatives for the network and our owned stations. We have decided that television's future rests along the route we now chart. We shall continue our emphasis on live television, on fresh new programs designed for the medium, and on the development of color. We believe this is the way to maintain television's momentum and vitality. We agree with a comment made by Jack Gould, Radio-Television Editor of the New York Times in his column last month. He wrote:

> "Television is and must remain far more than a revision in the method of distributing Hollywood wares.

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> Its everlasting potential lies in the fact that it is a creative and distinctive artistic medium in its own right...It is the spontaneity and reality of a live performance that excites and arouses the viewer whether it is in art, in politics, or in education. It is the viewer's sense of personal involvement that is the touchstone of television's potential magnificence and its limitless future."

We will, of course, continue to draw from all creative sources, film as well as live, in an effort to get the finest programming available. But we will not surrender our conviction that an NBC opera production, a "Wide Wide World," a "Jack and the Beanstalk" or a "Festival of Music" is more meaningful to the ultimate cause of good television than the finest film turned out by Hollywood for theatrical release.

This is our decision for ourselves. We do not control the decisions of others. Yet I think every network affiliate should reflect on the likely results of loading schedules with feature films -- particularly if use of this temporary product leads to displacement of network programs. If such a trend results in curtailing the networks' access to the air, they will be deprived of the resources and the opportunities to move ahead in creative programming. Not only will entertainment shows be affected, but also cultural and informational programs that are part of the board network service, and that are not offered by any other program service. Ultimately, the Hollywood movie makers might replace their former 40,000

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theatrical outlets with the nation's 40 million or more television sets. If they do, television as a communications service will ride a toboggan of decline.

I am sure the stations who pioneered television with us will set their sights on a larger horizon than a service built around a Hollywood inventory. They will want to pioneer the new opportunities, as they did when television itself was on the threshhold.

In considering the alternatives, I think you will also want to assess a related factor -- the rise of a third network. This should be a source of satisfaction, for three-network competition can only add to the overall strength of our medium.

However, we must evaluate a new set of circumstances. One of these is the wider audience spread among three networks. No longer do you have a Milton Berle, or an Ed Sullivan, or a "$64,000 Question," capturing 80 or 90 per cent of all sets in use. Even Elvis Presley can't do it!

The things I have mentioned -- the film influx, increased network competition, and the greater audience spread -- take on even broader significance when viewed against the backdrop of the industry's present stage of development. With a rising population, a steady increase in circulation, and the trend toward multiple sets in the home, black-and-white will continue to grow, but not at the breakneck pace of the past.

This places a special premium on developing and refreshing the creative resources within television itself. Above all, it places a premium on color. Color is the booster charge for our fourth decade.

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Just as black-and-white television came along when radio reached maturity, so now color comes to the forefront. The opportunity that was ours in Atlantic City is now ours again.

Next year we are aiming for at least two color programs nightly and soon we hope to have the bulk of our nighttime schedule in color. We are driving hard on color expansion because high-attraction network color shows are the best and quickest means of creating national color circulation, just as the big Berle spectaculars created black-and-white circulation.

Through the network structure, color service has already spread nationally. Today 95 per cent of all television homes are within reach of color signals. The majority of our affiliates have equipped themselves to transmit network color, and about thirty stations on the network are originating their own live color shows. They, and we, are riding the color tide of the future.

Now, like our young friend, Jack, I want to climb a different beanstalk. This beanstalk leads to a new world of television -- a world which we commercial broadcasters seldom explore. This is the world of educational television.

While our commercial broadcast service spans the whole range of informational subjects in programming for the varied tastes of the national audience, it does not attempt specialized educational services for specialized audiences. This type of programming comes within the province of the non-commercial, educational stations which have been licensed by the Federal Communications Commission for that specialized purpose.

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Every citizen has a stake in the success with which these stations carry out their mission. The drastic national shortage of teachers and classrooms lends a special urgency to their efforts to build themselves into a major educational force. Those of us who live in television and who seek its full development in every area in society have a particular sympathy for the difficult problems of financing and programming which the educational stations face. In my judgment, we also have an interest going beyond that of the average citizen to lend such support as we can in solving these problems.

This interest has already been recognized by many of our affiliates. On the local level they have served as good neighbors in many ways to their educational counterparts. Now we propose to be good neighbors on the national level.

It is NBC's plan, during 1957, to furnish specialized educational programs to all of the nation's non-commercial educational stations. These programs will be produced in our studios and furnished live to the educational stations over our network lines. They will be telecast during an afternoon time period which does not conflict with our regular schedule. They will also be kinescoped for repeat broadcast or subsequent classroom use, thus creating an important and enduring educational television library.

The programs will consist of three half-hour presentations each week, with instruction in mathematics, the humanities, and government. The project will extend through 26 weeks in 1957, beginning next March for a 13-week period, and resuming next October for another 13 weeks. Each of the three program series will be

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conducted by experts in the field. We are approaching men of scholarly attainments in their fields -- men like James R. Newman, author and editor of the brilliant new books, "The World of Mathematics." He has already consented to supervise this course. We hope to obtain the services of one of the nation's eminent political scientists for the course on government, and to invite public officials to participate in it. An NBC producer will be assigned to oversee each of the three series.

This service will be provided by NBC at no charge to the educational stations. We are committing more than $300,000 next year for programs, production facilities and personnel. The Educational Television and Radio Center at Ann Arbor, which has received funds from the Ford Foundation, is supplying the local loops to connect the educational stations with the NBC network lines, and is consulting closely with us on the design of the programs. On behalf of its affiliated stations, the Center has assured us that live programming with network production values constitutes a service of major importance that will be welcomed by educational stations. Their attitude is shared by many leading educators and public organizations with whom we have had exploratory discussions. All seem to support our belief that this pilot project can give added vigor to the entire process of education through television.

As one example, Dr. Grayson Kirk, President of Columbia University, has been apprised of our plans and has written me as follows:

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"I have learned, with satisfaction, of the National Broadcasting Company's plan to provide television services of a 26-week period to the nation's educational television stations... in formulating and carrying through this project, the National Broadcasting Company earns the gratitude of all who are devoted to the field of education."

This will be the first live programming ever to be done expressly for the educational television stations on a national basis. Officers of the Center have already indicated an interest in extending this service to other days and other subjects. We have reason to believe that other Foundations and organizations will be similarly interested. This is frankly what we have hoped for. We see our 26-week project as a demonstration operation. We believe that when our project terminates at the end of 1957 its values and lessons can be carried forward in ways that will help enrich the whole future of education by television.

Now back down the beanstalk. The educational proposal will, in no sense, divert us from our regular programming plans. We now have the creative personnel, the organization and the facilities to hold a firm position of leadership over the next three decades. At our 60th Anniversary Convention, I expect to be talking to you about television signals which span the globe. My subject then will be: the world -- in color.

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That concludes my review of the problems and achievements of the past; the challenges, hopes and prospects for the future. It also concludes the one and only long speech of the convention.

I hope you all enjoy yourselves and have fun in this beautiful, new Americana Hotel. I also hope to visit with each of you personally before we leave and I wish you well in the colorful years ahead.

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NBC-New York, 12/11/56

NBC A SERVICE OF RCA

December 13, 1956

NBC TAKES OWNERSHIP OF UHF STATION WKNB-TV AND RADIO STATION WKNB, WEST HARTFORD, CONN.; SARNOFF PLEDGES HIGH STANDARDS OF SERVICE

The same high level of community service maintained as the standard in other parts of the United States by stations owned by the National Broadcasting Company was pledged today to the people of Central Connecticut by Robert W. Sarnoff, President of NBC, as the Company became the owner of Stations WKNB and WKNB-TV, West Hartford, Conn.

Representing NBC at the transfer, which took place today at the studios of the stations, was Joseph V. Heffernan, Staff Vice President of NBC. Representing the seller were Julian Gross, Founder and President of The New Britain Broadcasting Company, and Solomon Elsner and Aaron Nassau, attorneys.

Station WKNB-TV operates on Channel 30 in the ultra-high frequency television band, and WKNB is a daytime radio station. The New Britain Broadcasting Company, licensee of the two stations, will operate as a wholly owned subsidiary of the National Broadcasting Company.

"NBC is privileged to have the opportunity to serve the people of the Central Connecticut area," Mr. Sarnoff said. "We expect

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to give the public the same high quality performance rendered by our Owned Stations in other communities.

"We are pleased to have this further opportunity to express the belief of NBC in UHF as an essential part of the television broadcasting system. NBC has taken the position that to provide the best possible television service for the people of the United States, both the 12 very-high frequency and the 70 ultra-high frequency channels should be fully utilized."

In addition to its five VHF stations, NBC now owns two UHF stations, having acquired and begun successful operation of UHF Station WBUF in Buffalo, N.Y., earlier this year. This is the maximum number of television stations permitted a single owner under current FCC rules.

Thomas B. McFadden, Vice President of NBC Owned Stations and NBC Spot Sales, announced that essentially the present management group would continue in charge of Stations WKNB and WKNB-TV. Peter B. Kenney, Vice President of The New Britain Broadcasting Company and General Manager of the two stations, was appointed by Mr. McFadden to continue in the same capacity. "Julian Gross, Founder and President of The New Britain Broadcasting Company, has also been retained by NBC as a consultant for the two stations and will continue to be associated with them," Mr. McFadden stated.

"Under their able direction, the Stations have established important positions for themselves in the community," Mr. McFadden said. "We hope to foster a constant growth in service to the public and to advertisers."

Mr. McFadden said that plans call for increasing the present effective radiated power of 210,000 watts to one million watts in order to render better service to the people of the Connecticut Valley.

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NBC-New York, 12/13/56

350 OWNERS AND EXECUTIVES OF NBC AFFILIATED RADIO AND TV STATIONS--
PLUS SHOW WORLD HEADLINERS--ATTEND NBC 30TH ANNIVERSARY EVENTS

MIAMI BEACH, FLA., Dec. 13 -- The largest number of owners and executives of NBC affiliated radio and television stations ever assembled for a network "broadcasting birthday" -- more than 350 -- have registered for the special four-day convention celebrating the 30th Anniversary of the National Broadcasting Company at the new Americana Hotel here.

In addition to station executives, the Americana is filled to capacity with stars and personalities of the network and the entertainment world who are staying in the resort to help celebrate the birthday of the pioneer broadcasting network.

Eddie Fisher and his wife Debbie Reynolds, former baseball manager Leo Durocher and his wife Laraine Day, Gina Lollobrigida, Jo Stafford, William Bendix, Perry Como, Groucho Marx and his daughter Melinda, Jack Pearl, Vaughn Monroe, Eddy Arnold, Kay Starr, Jinx Falkenburg, television husband-wife team Robert Sterling and Anne Jeffreys, Kitty Kallen and Johnnie Ray are among those checked in to take part in the gala event.

Robert W. Sarnoff, President of NBC, will deliver the convention's principal address at the NBC affiliates' 30th Anniversary dinner tonight (Thursday, Dec. 13) when Governor LeRoy Collins of

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Florida will welcome the executives and stars. In addition Niles Trammell, former President and Chairman of the Board of NBC, now President of WCKT, NBC's affiliated television station in Miami, also will speak at the Thursday night dinner. Three NBC-TV programs will originate during the 30th Anniversary convention from the Americana, Miami Beach's newest hotel. They are the "Perry Como Show" on Saturday, Dec. 15 (8-9 p.m., EST); two telecasts of "Today" starring Dave Garroway today and tomorrow (Thursday and Friday, Dec. 13 and 14, 7-9 a.m., EST); and a one-hour telecast of "Tonight" starring Steve Allen tomorrow (Friday, Dec. 14, 11:30 p.m.-12:30 a.m., EST).

Representatives of six stations affiliated with the NBC Radio Network for at least 30 years will be presented with Awards of Merit plaques by Mr. Sarnoff during a special ceremony on the "Today" telecast on Friday. Stations to be honored include WJAR, Providence R.I.; WWJ, Detroit, Mich.; WTIC, Hartford, Conn.; KSD, St. Louis, Mo.; WCSH, Portland, Me., and WDAF, Kansas City, Mo.

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NBC-New York, 12/13/56

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

THREE ALL-EXPENSE-PAID TRIPS (EACH FOR TWO PEOPLE) AWAIT WINNERS OF CONTEST IN CONNECTION WITH SONJA HENIE'S "HOLIDAY ON ICE" ON "SATURDAY SPECTACULAR" COLORCAST OF DEC. 22

On Saturday, Dec. 22, NBC-TV will present "Sonja Henie Starring in 'Holiday on Ice'" on THE SATURDAY SPECTACULAR (9 to 10:30 p.m., EST, in color and black and white). The delight of those who revel in winter sports, the nip of frosty winter air and the joys of a holiday in the North will be duplicated shortly thereafter when three lucky winners of an NBC-TV contest are awarded their own 'Holiday on Ice' at the Chateau Frontenac in Quebec, Canada, with Vaughn Monroe serving as their host.

Three all-expense-paid trips for two to the famed Winter resort will be given for writing a letter of 50 words or less on the topic: "Why I would like to Spend a 'Holiday on Ice' at the Chateau Frontenac." Entries should be mailed to Box 21, Brooklyn 1, N.Y. The contest closes Wednesday, Dec. 26. NBC-TV will provide a series of good reasons for wanting to spend a gay holiday with people who shine in the field of ice and snow when they present the 90-minute color Spectacular.

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NBC-New York, 12/13/56

'HOWDY DOODY' CELEBRATES NINTH BIRTHDAY ON TELECAST OF SATURDAY, DEC. 29

Be it recorded that Howdy Doody did not appear on his own first program -- because his paint wasn't dry.

Producer Roger Muir and "Buffalo Bob" Smith, the show's mentor, recalled this peculiar beginning to the TV children's program as they pointed out that Howdy will be nine years old quite soon.

"We couldn't put Howdy on that first day," said Muir, "so we had to fake it. We pretended he was in a drawer and was too shy to come out. Built up quite a bit of suspense, too, while we were at it."

Howdy's invisible debut occurred on the NBC Television network on Dec. 27, 1947, and the anniversary will be duly celebrated on the weekly telecast of Saturday, Dec. 29 (NBC-TV, 10-10:30 a.m., EST), with the presentation of an award to the best citizen of Doodyville and the showing of film clips from past programs. It will be the 2,148th "Howdy Doody Show" -- an undisputed record for television longevity.

When Howdy first appeared in 1947 -- that was the year of the Collyer brothers, of flying saucers, of "Open the Door, Richard" -- it was on a program formally titled "Puppet Playhouse Presents."

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In a matter of a few weeks the title was changed to "Howdy Doody." Simply because the moppet audience addressed all its letters that way and producer Muir is no man to ignore the wishes of his audience.

Howdy became a smashing hit within a few months -- and the popularity was proved in a phenomenal manner. Howdy was announced as the lollipop set's choice for president in the Spring of 1948 and "Howdy for President" buttons were offered on the air. At that time there were 100,000 TV sets extant and the network received requests for 102,000 buttons! As he scrambled to supply the demand (he'd only bought a modest 2,000) Muir struggled also to solve the delightful but bewildering discrepancy in statistics. Turned out there were mass juvenile audiences in many a home.

"It was undeniable proof of pulling power," says Muir, "and we went from a sustaining to commercial basis right after that."

The pulling power of "Howdy Doody" has been used for many worthy causes -- in such drives, for example, as the March of Dimes, Junior Red Cross, Community Chest, and Girl Scouts.

The program has scored many a TV "first." It was the first children's show on NBC-TV, first TV show to have a major mail response (May, 1948), first scheduled show to open the New York-Chicago network, (February, 1949), first show to use a split screen between cities -- New York and Chicago (June, 1949), first regular network show to be telecast in color (June, 1953), and first network Monday-through-Friday TV series to be regularly scheduled for presentation in color as well as in black and white.

In addition to Muir and Bob Smith, the staff includes Bob Hultgren as director, William Gilbert and Jack Weinstock as writers and Rufus Rose as chief puppeteer.

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NBC-New York, 12/13/56

NEWS FROM NBC

CAST AND CREDITS FOR 'AMAHL AND THE NIGHT VISITORS'

Following are cast and credits for the seventh presentation of Gian Carlo Menotti's opera "Amahl and the Night Visitors" by the NBC Television Opera Theatre, to be colorcast on the "Robert Montgomery Presents" program Monday, Dec. 24 (NBC-TV, 9:30 p.m., EST).

CAST

Amahl.....Kirk Jordan

The Mother.....Rosemary Kuhlmann

King Caspar.....Andrew McKinley

King Melchior.....David Aiken

King Balthaser.....Leon Lishner

The Page.....Francis Monachino

Dancers.....Gemze de Lappe, Glen Tetley and Loren Hightower

CONDUCTOR.....Thomas Schippers

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CREDITS

COMPOSER AND LIBRETTIST.....Gian Carlo Menotti

Producer.....Samuel Chotzinoff

Director.....Kirk Browning

Sets and Costumes.....Eugene Berman

Choreographer.....John Butler

Associate Producer.....Charles Polacheck

Associate Director.....John Schwartz

Audio Director.....David Sarser

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NBC-New York, 12/13/56

NEWS FROM NBC

WIDE VARIETY OF CHRISTMAS FEATURES ON NBC-TV

The collective stocking of the nation's TV viewers promises to be stuffed to overflowing this Christmas as NBC readies its seasonal program features -- many new, many old.

Novelties will include a Spectacular-on-ice, starring Sonja Henie; a musical adaptation of Dickens' "A Christmas Carol," freshly titled "The Stingiest Man in Town," with Basil Rathbone as its singing Scrooge; a dramatization of the Louisa May Alcott classic of mid-19th-century New England, "Little Women," and a "Wide Wide World" quest for the various ways North Americans celebrate their holiday.

Returning features will be the Pontifical Midnight Mass in St. Patrick's Cathedral, New York City, on Christmas Eve; the Holy Communion Service in Washington Cathedral, in the nation's capital, on Christmas Day, and the Gian Carlo Menotti opera, "Amahl and the Night Visitors," presented this year by Robert Montgomery.

Following is a schedule of some of the seasonal highlights: (All times EST)

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SATURDAY, DEC. 22

8-9 p.m. THE PERRY COMO SHOW -- Bishop Fulton J. Sheen will be guest on the pre-Christmas telecast of this musical variety show. Other guests will be vocalist Rosemary Clooney and her sister Gail and 11-year-old organist Glenn Derringer. (Colorcast)

9-10:30 p.m. SATURDAY SPECTACULAR -- "SONJA HENIE STARRING IN 'HOLIDAY ON ICE'" -- Climaxed by an ice ballet of Tchaikovsky's "Nutcracker Suite," in which Miss Henie will skate the role of the Sugarplum Fairy, the 90-minute color show will encompass not only "on-ice" entertainment, but several special variety acts presented on a conventional stage. Art Linkletter will be master of ceremonies. Other stars to appear will be Ernie Kovacs, the Nairobi Trio, comedian Al Kelly, and the Goofers, zany instrumental group. The program also will mark the TV debut of the Olympic Men's Figure Skating Champion, Hayes Alan Jenkins. In "Holiday on Ice," the ballet will pay "visits" to many parts of the world, including Africa, Alaska, Switzerland and New Orleans, La., where there will be a rock 'n' roll festival.

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SUNDAY, DEC. 23

4-5:30 p.m. WIDE WIDE WORLD -- "The Joyous Time," an exploration of how North America experiences Christmas in its varied ways. There will be visits to New Orleans, where gospel singer Mahalia Jackson will sing carols in the Mount Moriah Baptist Church; to New York, for a pickup to visit the ice show at the Roxy Theatre; to Juarez, Mexico, for a visit with 80-year-old Don Antonio Rivas, a matador of yesterday, and an exhibition by "charros" (Mexican horsemen) of trick riding as part of a holiday celebration; to the Farallones, islands 30 miles out from San Francisco, where Coast Guardsmen and their families observe an isolated holiday season; to Mooseheart, Ill., where the Loyal Order of Moose operates a children's city; to Weiner, Ark, where cameras will be concealed in a duck blind at the Wild Acre farm.

8-9 p.m. THE STEVE ALLEN SHOW -- Dr. Norman Vincent Peale will deliver a Christmas message and the Vienna Boys Choir will sing traditional carols. Other guests will be Alan Young, Martha Raye, teen-age actor Ricky Vera and the Collins Kids.

9-10:30 p.m. THE ALCOA HOUR -- "The Stingiest Man in Town," a 90-minute musical adaptation of Charles Dickens' "A Christmas Carol," with Basil Rathbone in the role of Scrooge. Others in the cast are Vic Damone, Johnny Desmond, Patrice Munsel, Robert Weede, and Martyn Green. (Colorcast).

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MONDAY, DEC. 24

9:30-
10:30 p.m.

ROBERT MONTGOMERY PRESENTS THE JOHNSON'S WAX PROGRAM -- "AMAHL AND THE NIGHT VISITORS," the modern TV classic by Gian Carlo Menotti will be presented with a new Amahl, 10-year-old Kirk Jordan. Others in the cast will be Rosemary Kuhlmann as the mother, Andrew McKinley, David Aiken and Leon Lishner as the three kings, and Francis Monachino as the page. (Colorcast)

11:15 p.m.-
12 Mid.

ON THE TWELFTH DAY and THE NATIVITY, -- Two films, the first made in England by George K. Arthur illustrating the traditional carol, "The Twelve Days of Christmas," the second, made in cooperation with various European museums and cathedrals, bringing to the screen Flemish paintings depicting the Nativity. (Colorcast)

12 Mid.-
1:45 a.m.

PONTIFICAL MIDNIGHT MASS FROM ST. PATRICK'S CATHEDRAL, New York City -- The Most Rev. Joseph F. Flannelly, Auxiliary Bishop of New York, will be the celebrant; the Very Rev. Msgr. George H. Guilfoyle, director of Catholic Charities for the Archdiocese of New York, will deliver the sermon; the St. Patrick's Cathedral Choir and Boy Choristers will sing the Mass, "Exultet Orbis," by C. Van Hulse, as well as the traditional carol, "Angels We Have Heard on High," and "Gesu Bambino" by Pietro Yon; the Cathedral College Choir will sing a Gregorian chant.

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TUESDAY, DEC. 25

11 a.m.-12 noon	HOLY COMMUNION SERVICE FROM WASHINGTON CATHEDRAL, WASHINGTON, D.C. -- Protestant Episcopal service. (Additional details will be announced later).
3-4 p.m.	NBC MATINEE THEATER -- "Little Women," drama based on Louisa May Alcott's novel of a closely-knit family in mid-19th-century New England; with Alexander Lockwood, Irene Hervey, Diane Jergens and Arianan Ulmer. (Colorcast)
8:30-9 p.m.	NOAH'S ARK -- "The Reluctant Reindeer," tale of one of a team of reindeer on display for Christmas that is brought to the veterinarian for treatment. Neighborhood children besiege the hospital and beg for the deer's speedy recovery in time for Santa Claus' toy deliveries. With Paul Burke, May Wynn and Victor Rodman.

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NBC-New York, 12/13/56

NBC A SERVICE OF RCA

BRIG. GENERAL DAVID SARNOFF HONORED BY NBC RADIO AND TELEVISION AFFILIATES WITH PLAQUE AT NETWORK'S 30TH ANNIVERSARY CONVENTION

MIAMI BEACH, FLA., Dec. 14 -- Brig. General David Sarnoff, Chairman of the Board of the Radio Corporation of America and a member of the Board of Directors of NBC, was honored at a luncheon given today by the National Broadcasting Company's affiliated radio and television stations. The luncheon was one of the highlights of a special four-day convention being held at Miami Beach's new Americana Hotel to celebrate NBC's 30th Anniversary.

Saluting General Sarnoff's contributions to broadcasting during 30 years of network service and 50 years of service to the electronics industry, Harold V. Hough, Director of Stations WBAP and WBAP-TV, Fort Worth, Tex., and a member of the NBC-TV Affiliated Executives Committee, presented him with a plaque inscribed as follows: "When so many owe so much to one man they can offer in return only gratitude. Thus we salute General David Sarnoff on this, the 30th Anniversary of the National Broadcasting Company." The plaque was signed by the NBC radio and television affiliates.

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General Sarnoff's wife, Mrs. Lizette Sarnoff, was also honored by the affiliates. She was presented with a scroll, a bracelet and a bed endowed in her name at the New York Infirmary, of which she is a member of the Board of Directors. These presentations were made by Jack Harris, Manager of Station KPRC, Houston, Tex., representing Mrs. Oveta Culp Hobby, who was unable to be present because of illness.

Commenting on General Sarnoff's leadership, Mr. Hough said: "General Sarnoff, permit me to say that this is about the highest honor accorded me in my lifetime. I have been selected by the wonderful affiliates of the National Broadcasting Company to present to you a symbol of their esteem and admiration. These folks, many of whom have been associated with you and your organization for 30 years, fully recognize that you were really the daddy of the American radio network system, and like the American people, they recognize its vast importance. It has served all -- and well.

"As for television, we remember your prophecy in Atlantic City. It has now been fulfilled. We remember also that in those days you were about the only one associated with network business who advocated television, for which we thank you deeply. Words are such puny critters in times like this. We could speak to you from our hearts and talk all afternoon. We would voice our thanks and our gratitude. We pray that we may have your guidance in the future as in the past. Summed up, we implore you, General, TO PLEASE WATCH YOUR STEP WHEN CROSSING THE STREET."

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NBC-New York, 12/14/56

NBC A SERVICE OF RCA

PLANS FOR NEW 'TONIGHT' SHOW, CHANGES IN MORNING AND EARLY EVENING TV SCHEDULES, AND RADIO PROGRAM AND PROMOTION PROJECTS OUTLINED BY ROBERT W. SARNOFF AND OTHER NBC EXECUTIVES AT ANNIVERSARY MEETING

MIAMI BEACH, FLA., Dec. 14 -- Plans for a new "Tonight" program, changes in the morning and early evening television schedules, and programming and promotional projects for the radio network were outlined to the NBC television and radio affiliates here today by Robert W. Sarnoff, President of the National Broadcasting Company, and other network executives.

The briefing was a highlight of the third day of NBC's 30th Anniversary convention being held here this week at the Americana Hotel.

Mr. Sarnoff and the other NBC executives told the affiliates that:

Effective Jan. 28, "Tonight," the network's late evening "live" entertainment program, will change format to feature five syndicated columnists who will provide coverage of the top news and activities of the entertainment world as they happen and where they happen.

"Truth or Consequences," long a favorite of nighttime audiences on both radio and television, will become a Monday-through-

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Friday morning program on NBC-TV, effective Dec. 31. The show will be seen from 11:30 a.m.-12 noon, EST.

Plans are under way to change programming in the Monday-through-Friday 7:30-8 p.m., EST, time period -- long scheduled with 15-minute news and music shows -- with the strong possibility that the news program now seen at 7:45 p.m. will be shifted to a time period before 7:30 p.m.

Letters have been received from 120 NBC radio affiliates indicating that they will clear time for the network's recently announced hourly, five-minute news service.

Summing up the current competitive picture among the three television networks, Mr. Sarnoff pointed out that morning programming presents the greatest challenge to NBC-TV in both audience acceptance and sales. It was with this in mind that the network rescheduled its Monday-through-Friday morning lineup, which on Dec. 31 will be as follows (All times EST):

7-9 a.m. -- "Today."

10-11 a.m. -- "Home," which will move from its current 11 a.m.-12 noon time period.

11-11:30 a.m. -- "The Price Is Right," moving from its current 10:30-11 a.m. time period.

11:30-12 noon -- "Truth or Consequences."

12 noon-12:30 p.m. -- "Tic Tac Dough."

12:30-1 p.m. -- "It Could Be You."

"In the afternoon," Mr. Sarnoff said, "NBC has completely reversed its competitive position in the past year in average ratings.

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We are now ahead of CBS in two of the three rating services and we expect soon to be ahead in all three. With this greatly strengthened morning lineup combined with our already powerful afternoon shows, we are confident that soon we will be in the number one daytime position in both sales and audience."

The NBC President noted that many affiliates long have urged the network to change its 7:30-8 p.m., EST, strip programming and said within two months he expects to be able to announce the changes that will take place. He said NBC is examining the possibility of scheduling the news program before 7:30 p.m., with a repeat for the Midwest. All changes in this time period will be effective at the latest by the start of the 1957-58 season.

Evening program changes also are under consideration, both for this and next season, Mr. Sarnoff said, but because negotiations are still going on, details cannot be announced as yet.

Richard Linkroum, executive producer of the "Today"-"Home"-"Tonight" shows, outlined the new program plans for "Tonight" and described the upcoming show as a "combination 'Wide Wide World' and 'Today' which will focus on what America is doing after dark, both in entertainment and news."

"The new 'Tonight' will provide entertainment as it happens and where it happens in nightclubs, hotels and jazz spots across the country," he said. "Of course, we won't forget hard news and weather. There will be plenty of both."

The five syndicated columnists who will head the "Tonight" staff will operate from New York, Chicago and Los Angeles, with the

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possibility that the show frequently will go to other major cities where top entertainment events are taking place.

As a corollary attraction of the new show, Mr. Linkroum said he expects it to be active in the field of talent development. He also urged the affiliates to offer ideas for programs that might originate as remotes from their stations.

With the start of the new program, "Tonight" will be seen from 11:15 p.m.-1 a.m. in the Eastern Time Zone. From 11:15-11:30 p.m., the show will be offered on co-op sales on a local level. From 11:30 p.m.-12:30 a.m., the current pattern of two one-minute commercials and one station break in each half-hour period will be in effect. From 12:30 a.m., EST, the Eastern commercials of an hour earlier will be repeated for the Midwest, while stations in the East will have the opportunity to cut away for sale of local announcements.

Mr. Sarnoff also announced plans for making "Tonight" available for sale under NBC's program service plan by which sponsored shows, with network commercials deleted, are furnished to a number of stations not ordered by the network advertiser. The program service plan was devised by NBC-TV to help develop more network commercial business for optional stations and to provide them with more network programs.

Discussing affiliates' reaction and enthusiasm to NBC Radio's new hourly, five-minute news service, Matthew J. Culligan, Vice President in charge of the NBC Radio Network, said:

"Not one single radio affiliate has said that he can't go along with this plan. In fact, we have correspondence from 120

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stations showing that they can clear time for the news programs by Jan. 14 or later."

Mr. Culligan urged these affiliates who have not yet cleared time to do so at the earliest possible time, pointing out that delay in clearances could hamper a sell-out sale of the program that is imminent.

In connection with the hourly news programs, he announced that NBC is going to appoint, as fully accredited network news correspondents, a news man from each of the network's more than 190 affiliated stations. "Supplementing our existing network staff of more than 40 correspondents around the world, this will give NBC Radio the most extensive news-gathering organization in broadcasting history," he said.

Each of the affiliated correspondents accredited will be invited to New York on Jan. 4 for a complete indoctrination meeting with key NBC news executives and reporters.

Mr. Culligan also announced a six-point promotional program for the radio network. They will include: an "NBC Bandstand" contest, a library of promotional records to be sent to each affiliated station, a contest to find "the most beautiful voice in America," a monthly marketing promotion starting in January, collaboration promotions with two magazines -- True Confessions and Sports Illustrated -- and arrangements with several direct-selling organizations to distribute NBC radio program logs on a house-to-house basis by salesmen across the country.

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NBC-New York, 12/14/56

NANCY HERBERT
ROOM 320

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NBC A SERVICE OF RCA

PRESIDENT EISENHOWER, SIR WINSTON CHURCHILL AND HERBERT HOOVER AMONG DIGNITARIES HAILING NBC ON ITS 30TH ANNIVERSARY

MIAMI BEACH, FLA., Dec. 14 -- A congratulatory message from President Eisenhower headed the long list of wires and cables received here yesterday by the National Broadcasting Company on the occasion of its 30th Anniversary celebration. In addition to the message from the President, telegrams of congratulation were received by NBC from former President Herbert Hoover, Sir Winston Churchill and many other present and former officials of government in the United States and abroad.

President Eisenhower, in his telegram to Robert W. Sarnoff, President of the National Broadcasting Company, said:

"Congratulations to the National Broadcasting Company on the occasion of its 30th Anniversary. Over the past 30 years your company has contributed to the strength and pleasure of the national community by stretching an efficient and responsible network of radio stations across the land. Linking us with major cities around the world, you have widened the markets of commerce and increased an effective range of artists and information. I wish you continuing success as you serve the best interests of the listening public."

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Former President Hoover wired Mr. Sarnoff: "I wish to be present in spirit at a celebration of a great American event and a tribute to you."

Sir Winston Churchill wired: "I send the National Broadcasting Company my warm good wishes on the occasion of their 30th Anniversary."

Following are the texts of some of the many other messages received by Mr. Sarnoff and NBC:

Secretary of the Treasury Humphrey: "I want to congratulate NBC for its outstanding achievements during 30 years of successful network broadcasting and wish it even greater success in keeping America informed in the years ahead."

Secretary of the Interior Fred A. Seaton: "The 30th Anniversary of network broadcasting by NBC marks a record unique in public service. May I join in extending congratulations to you and the National Broadcasting Company."

Acting Secretary of Defense Reuben B. Robertson Jr.: "My best wishes to the National Broadcasting Company as it observes its 30th Anniversary. NBC has served the nation well in the best traditions of our free enterprise system under which public service and economic growth are intimately joined. May NBC continue to serve in the years ahead as an essential American communications medium."

Senator and Mrs. Lyndon Johnson: "Warmest congratulations to you and all your affiliates as NBC observes its 30th Anniversary of network broadcasting. NBC has reason for pride in its role in

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[illegible] President Hoover wrote me, [illegible] "I think it [illegible] in spirit of a revolution if a great [illegible] [illegible] [illegible] to you."

Sir Winston Churchill wrote: "I need not [illegible] Telephone Company my warm good wishes on the occasion of their 50th anniversary."

Following are the [illegible] of some of the many other messages received by Mr. Gerrard and MTC:

Secretary of the Treasury Morgenthau: "I want to congratulate MTC for its outstanding work during the 50 years of [illegible] network broadcasting and when it even greater success in [illegible] America informed in the years ahead."

Secretary of the Interior Ickes: "The 50th anniversary of broadcasting by the [illegible] network [illegible] [illegible] service. May I join in extending congratulations to you and the [illegible]."

[illegible] of [illegible] [illegible] [illegible] 17, [illegible] best wishes to the Mutual Broadcasting Company on its [illegible] [illegible] anniversary. MTC has served the nation well in the last [illegible] of our [illegible] system made up of public service and economic growth and [illegible]. May MTC continue to [illegible] in the years ahead as a [illegible] [illegible] [illegible]."

Senator and Mrs. Lyndon Johnson: "Amongst congratulations [illegible] and all your [illegible] on MTC's [illegible] 50th anniversary [illegible] broadcasting. MTC has reason for pride in its role in

these three decades of unparalleled progress, all of which the Sarnoff family saw and much of which it was part. All good wishes."

Vincent Auriol, former President of France: "On the 30th Anniversary of the National Broadcasting Company I wish to convey to its great leader, Mr. David Sarnoff, my wishes for happiness and prosperity. In the course of my voyages to the United States I was able to appreciate the interest of NBC's programs, the quality of its broadcasts -- of which I was personally a beneficiary -- and especially the services rendered to the cause of liberty and to French-American friendship."

Harold E. Fellows, President of the National Association of Radio and Television Broadcasters: "Every American citizen has good reason to be proud of and thankful for the great, free broadcasting service provided by the National Broadcasting Company. Since network broadcasting was inaugurated in 1926, NBC and its affiliated stations rightfully have held a place of high regard in the American home. It gives me much pleasure to join with the public NBC serves so well in saluting you on this 30th Anniversary."

Cooper T. Hold, Commander-in-Chief, Veterans of Foreign Wars: "My sincere congratulations to the National Broadcasting Company and your affiliates for 30 years of outstanding service in the field of radio and television. Because of your outstanding efforts, the United States is a better place to live ... my best wishes for an even more successful future."

J.D. Ouimet, General Manager, Canadian Broadcasting Corp.: "Please accept Canada's warmest congratulations on NBC's 30 years

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of achievement. Nowhere are friendly Canadian-American relationships better exemplified than by those which have existed for two decades between NBC and the CBC. We salute you on your anniversary and anticipate with pleasure the continuance of this friendly and happy relationship in the years ahead. Tout nos voeux de success et de prosperite."

Paul Friedrich, Executive Director, Lutheran Laymen's League: "The Lutheran Laymen's League, sponsor of 'The Lutheran Hour,' warmly congratulates NBC for 30 years of pioneer service to the broadcasting industry and the American public. NBC has consistently extended the dimensions of broadcast sight and sound by introducing new concepts of programming and service. We greatly appreciate our place in NBC's superior broadcasting to America. Best wishes for many additional decades of progress and success."

Congratulatory messages were also received from the Prime Minister of Japan, Mr. Hatoyami; the State Minister of Japan and Chairman of the Japanese Atomic Energy Commission, Mr. Shoriki; and Mr. Nagata, President of Japanese Broadcasting Corporation.

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NBC-New York, 12/14/56

A SERVICE OF RCA

December 14, 1956

PRESIDENT OF ANN ARBOR EDUCATIONAL TV AND RADIO CENTER EXPRESSES APPRECIATION FOR NBC'S PROGRAM SERVICE PLAN FOR EDUCATIONAL TV STATIONS

MIAMI BEACH, FLA., Dec. 14 -- The appreciation of the Educational Television and Radio Center at Ann Arbor, Mich., for NBC's plan to offer the first live network program service for educational stations was expressed in a letter from its President, Dr. H.K. Newburn, to Robert W. Sarnoff, President of the National Broadcasting Company.

In his letter, Dr. Newburn sketched the current status of educational broadcasting in the United States and the manner in which the cooperative arrangement with NBC will expand the center's work.

"We feel that this cooperative arrangement not only is an expression of your faith in the practical educational uses of the television medium, but it is in a real sense an indication of your broad interest in the educational welfare of the American people," Dr. Newburn wrote to Mr. Sarnoff. Dr. Newburn expressed the hope that the NBC arrangement would point the way to further developments of the same nature.

Excerpts from Dr. Newburn's letter follow:

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"We appreciate the generosity of NBC in underwriting the production of these programs at a minumum cost of $300,000 and in making its network lines available for their distribution. We are pleased to cover the costs of local loops to the stations from the network lines and to cooperate fully with your staff in selecting the program ideas, and in designing the programs to meet the special needs and interests of the educational stations.

"Before I comment more specifically on the nature and extent of this ETRC-NBC venture, I should like to give you some indication of the setting in which this service will be placed. The center is designed primarily to provide a national program service to the educational television stations of this country, of which there are at the present time 22 scattered over the United States. It is possible that as many as 26 will be in operation by the time these live programs become available in March. The stations operate an average of better than 25 hours weekly, with some of them broadcasting as much as 50 hours per week. They serve an audience of all and of varied interests. In general, their program effort is of two types: (1) that which is planned for in-school uses, and (2) that which is designed for general education of a less formal nature, their commitment is entirely to educational service, thus their justification lies in their ability to educate -- that is, to inform, to develop understanding, to teach skills, to affect attitudes, to inculcate values or valid judgments, or to modify behavior. They have no other reason for being. Obviously, they cannot take paid advertising and they have no commercial sponsors for their programs.

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"Generally speaking, the educational stations fall into two classifications in terms of organization and administration. The so-called 'community' type station is one in which the general direction is provided by a lay board representative of the various educational and cultural interests of the area. The Pittsburgh and St. Louis stations are of this type. The second general classification includes those stations which are operated by a single educational institution, such as those managed and directed by the University of Illinois, Ohio State University, and Michigan State University. Alabama has a state network administered by a state commission with production centers at the university, Alabama Polytechnic, and the Birmingham area public schools. Oklahoma is in process of developing a similar arrangement, while North Carolina has a single station with programs fed from several institutions.

"While educational stations are not interested in a non-differential mass audience, it is clear that their total viewing audience can be measured now in the millions. Actually, the potential for education both quantitatively and qualitatively is tremendous.

"The Educational Television and Radio Center exists to provide to the local stations those programs which are not available within their own resources. To date such programs have been provided on film or kinescope film from the central distribution point. At present the weekly package includes 6 1/2 hours. This will be increased to 7 1/2 hours January 1, and to 10 hours by 1959. Center material covers a wide variety of subject matter, but is carefully designed in terms of balance and educational values. Also included are regular programs for young children and for youth.

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"The Center has attempted from the beginning to range over the entire world in search of the most meaningful programs available. An art series was co-produced with the BBC. We are now cooperating with CBC in securing regular weekly reports from United Nations in New York, and we have just completed a contract with French television for a series of outstanding films on French art.

"Much of the best program material is commissioned by the Center and produced under contract. Contractual arrangements are made with educational television stations for production on film or closed-circuit kinescope, with educational film makers both university and commercial, with closed-circuit production centers and with foreign film and television producers.

"A minimum of 25 per cent of the material is secured by exchange from the educational stations through recordings of live programs as they are broadcast to the local audiences. In this way the best and most appropriate of the local programs become available to all the educational stations through the Center.

"From the beginning, the Center has solicited cooperation from the commercial networks and stations with good results, considering the many problems involving rights, union agreements, and legal limitations. Cooperative arrangements have been completed with several independent stations in addition to stations owned by or affiliated with each of the networks, which have resulted in the kinescoping of programs for national distribution. In several of these arrangements the parent network was involved.

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"The Center has emerged from the beginning to serve over [illegible] the world in search of the most meaningful programs and [illegible]. [illegible] was co-produced with the BBC. We are now [illegible] in providing regular weekly reports from United Kingdom [illegible] York, and we have just completed a conference with French [illegible] for a series of educational films on French life.

"Much of the long program material is coordinated by the [illegible] and produced under contract. Contractual arrangements are [illegible] with educational television stations for production on film or [illegible] videotape, with educational film makers both [illegible] and commercial, with classroom-oriented production [illegible] and [illegible] film and television producers.

"A minimum of 25 per cent of the budget is secured by [illegible] from the educational stations through recordings or [illegible] programs as they are broadcast in the local communities. In this way [illegible] best and most appropriate of the local programs become available [illegible] all the educational stations throughout the country.

"From the beginning, the Center has published supplemental [illegible] the essential numbers and sections with good teaching [illegible] the new problems involving rights, talent agreements, and [illegible]

"[illegible] educational stations is inhibited by conditions [illegible] affiliated with each of the networks, which have resulted in the [illegible] of programs for national distribution. We believe [illegible] the commercial networks may [illegible].

5 - Expresses Appreciation

"This joint arrangement with you, therefore, not only provides the Center and its educational stations with a new type of program service in which timely materials of an immediate impact can be presented live, but in a real sense with an interesting and exciting extension of the Center's cooperative relationships with commercial television. We are hoping it will point the way to further developments of a similar character. It is good to have our program of filmed materials rounded out with these experiences presented live and without the delay necessitated by the nature of the filming or kinescoping process."

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NBC-New York, 12/14/56

NBC A SERVICE OF RCA

December 14, 1956

NATIONAL EDUCATIONAL LEADERS AND TV STATION EXECUTIVES
ENDORSE NBC'S EDUCATIONAL PROGRAM SERVICE PLAN

MIAMI BEACH, FLA., Dec. 14 -- National educational leaders and executives of educational television stations joined today in endorsing NBC's plan for providing the first live network program service to the educational stations.

Excerpts from their messages to Robert W. Sarnoff, President of the National Broadcasting Company, follow:

From Dr. Herman Wells, President, University of Indiana:

"I believe that the National Broadcasting Company's pioneering plan to supply live programs to the nation's educational television stations is one of the boldest and most important forward steps yet taken by television on behalf of our schools and colleges. I salute NBC for this fine public service."

From Mr. Frank E. Schooley, President, National Association of Educational Broadcasters, Champaign, Illinois:

"I have just been advised of the National Broadcasting Company's plan in cooperation with the Educational Television and Radio Center to make three special television programs per week available to the educational television stations in the United States. I understand

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these programs are to be transmitted live to the ETV stations and will be in the areas of the social sciences, mathematics and the humanities. This is a recognition of the value of educational television by NBC that deserves the commendation of all interested in education. My congratulations to NBC and the Center."

From Dr. Franklin Dunham, Chief of Radio-Television, U.S. Office of Education, Washington, D.C.:

"Nothing could come to me at this time which would give me a greater feeling of elation than the news that NBC will serve directly the non-competitive educational television stations now fast becoming an important factor in American cultural life."

From Dr. Carroll V. Newsom, President, New York University:

"The National Broadcasting Company's plan is an important step. I congratulate the National Broadcasting Company for its concern and interest in education via television."

From John F. White, General Manager, Educational Television Station WQED, Pittsburgh:

"The board and staff of WQED join me in extending to you and to the Educational Radio and Television Center our sincere gratitude and congratulations upon your completion of arrangements to televise special programs for the educational stations of this nation. We are confident that these programs will make a significant contribution to educational television and are delighted to participate."

From William E. Stevenson, President, Oberlin College, Oberlin, Ohio:

"I am very much interested in the plan of National Broadcasting Company to offer television service to the nation's

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educational stations and also, through the use of films, to establish a permanent television library. I congratulate the National Broadcasting Company for this pioneering leadership and for its progressive and public-spirited outlook."

From Mrs. Gertrude G. Broderick, Radio-TV-Education Specialist, U.S. Office of Education, Washington, D.C.:

"Outlines of your three new NBC-TV series represent one of the most ambitious and important education ventures in the history of network television. The projected plans for further extending their usefulness through our educational stations is a pioneering effort of the greatest magnitude. It reflects again the policy of the National Broadcasting Company to work harmoniously with this office and with educators generally to the end that the best possible results can be successfully achieved. Heartiest congratulations to you and your associates. Let us know when we can help to spread the word."

From Ralph Lowell, Chairman, Board of Directors, Educational TV and Radio Center:

"I have just learned of the National Broadcasting Company's plan to cooperate with the Educational Television and Radio Center by providing live educational programs to the educational television stations. This splendid cooperation is a demonstration of your faith in the educational processes for achieving a more enlightened citizenry. My heartiest congratulations."

From Dr. Grayson Kirk, President, Columbia University:

"I have learned with satisfaction of the National Broadcasting Company's plan to provide television services over a 26-week period to the nation's educational television stations.

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"The increasing concern evidenced by our mass communications organizations in educational and cultural subjects is indeed a significant step forward in the interests of all our people. Your plan points the way to a new and important method of presenting interesting material of lively intellectual content. In formulating and carrying through this project, the National Broadcasting Company earns the gratitude of all who are devoted to the field of education."

From Loren B. Stone, Manager, Educational Television Station, KCTS-TV, University of Washington:

"We think the programming being developed by NBC in cooperation with the Educational Television and Radio Center to augment the schedules of the non-commercial educational television stations ably demonstrates the broad vision and deep sense of public responsibility which has so clearly marked your company's long history in broadcasting. We look forward with keen anticipation to the improved service to our audience which these programs will help us provide."

From Uberto T. Neely, General Manager, Educational Television Station WCET, Cincinnati:

"We wish to express our appreciation of the plans now under development between Educational Television and Radio Center and the National Broadcasting Company for feeding live programs to the educational TV stations now in operation and pray for the successful culmination of these efforts."

From James Day, General Manager, Educational Television Station KQED, San Francisco:

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"Have just learned from ETRC your proposal for cooperative programming with educational television stations. KQED pleased at prospect of adding these distinguished programs to its schedule and extends its thanks to you and NBC."

From Frank W. Hubbard, Assistant Executive Secretary for Information Services, National Education Association:

"NBC's decision to extend its program services to educational stations is a commendable step. Our association would appreciate being informed as the plan develops."

From John W. Dodds, Chairman, Radio and Television Committee, Stanford University:

"We are delighted with the proposal of NBC to initiate over its network a series of educational programs which will be made available to educational television stations. This could be an imaginative and important cultural contribution. We warmly commend you for proposing it."

From J. Paul Leonard, President, San Francisco State College:

"Congratulations on your cooperative production arrangement with Educational Television Center. Believe this important step in extending educational and cultural opportunities through television medium as well as outstanding example of cooperation between industry and education."

From James A. McCain, President, Kansas State College:

"This proposal is excellent."

(more)

6 - Educational Program Service Plan

From John W. Taylor, Executive Director, Educational Television Station WTTW, Chicago, Illinois:

"Our congratulations to the National Broadcasting Company for this history-making decision. This is striking evidence of the warm cooperative spirit existing between commercial and educational use of the airways, an interest that has been apparent through the years. A service such as NBC's projected series makes the most effective possible use of the time and facilities of a vast commercial network as well as the resources of educational TV. The National Broadcasting Company deserves a vote of thanks from the entire nation for its farsightedness."

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NBC-New York, 12/14/56

NBC A SERVICE OF RCA

December 14, 1956

HARRY BALABAN OF WTVO WINS TOP PRIZE IN MEN'S GOLF TOURNAMENT AT NBC 30TH ANNIVERSARY CONVENTION

MIAMI BEACH, FLA., Dec. 14 -- Stars of the entertainment world, owners and executives of NBC affiliated radio and television stations and executives of the National Broadcasting Company competed in an NBC men's golf tournament played yesterday at Miami Beach's La Gorce Country Club. The event was part of the four-day convention celebrating the network's 30th Anniversary being observed in the resort this week.

Top winner of the event was Harry Balaban of station WTVO, Rockford, Ill., who scored a low net of 69. Charles Colledge, an NBC Vice President, had second low net, and Joseph V. Heffernan, also an NBC Vice President, placed third.

Other winners included Dave Kimble of Grey Advertising Agency, New York; Robert Sterling, star of NBC Television; J. Holliday Veal of Station WCOA, Pensacola; Leo Durocher, NBC executive and former baseball manager; John Conwell, of KOMU, Columbia, Mo.; and William S. Hedges and Kenneth W. Bilby, NBC Vice Presidents.

Prizes included a set of 14 golf clubs, clock radios, a personal TV set, phonographs and radios.

Mr. Balaban received his prize, the golf club set, on NBC-TV's "Today" program this morning, originating from the pool side of Miami Beach's new Americana Hotel.

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A SERVICE OF RCA

AWARDS OF MERIT PLAQUES PRESENTED TO SIX NBC RADIO AFFILIATED STATIONS BY PRESIDENT SARNOFF

MIAMI BEACH, FLA., Dec. 14 -- Six stations affiliated with the NBC Radio Network for at least 30 years were presented with Awards of Merit plaques by Robert W. Sarnoff, President of the National Broadcasting Company, during a special ceremony on NBC-TV's "Today" program this morning.

The ceremony took place during NBC's four-day observance of its 30th Anniversary at the new Americana Hotel in Bal Harbour, Miami Beach, Fla., where "Today" originated its telecasts of yesterday and today.

The six stations and their representatives who received the plaques are: WJAR, Providence, R.I., accepted by Joseph Sinclair, Administrative Assistant to the Vice President; WWJ, Detroit, Mich., by Edwin K. Wheeler, General Manager; WTIC, Hartford, Conn., by Paul W. Morency, President and General Manager; KSD, St. Louis, Mo., by George M. Burbach, General Manager; WCSH, Portland, Me., by William H. Rines, Managing Director; and WDAF, Kansas City, Mo., by H. Dean Fitzer, Managing Director.

The plaques read in full: "The National Broadcasting Company Presents This Award of Merit to Radio Station _____ in Recognition of Its Thirty Years of Service, Broadcasting in the Public Interest as an Affiliate of the National Broadcasting Company."

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December 14, 1956

HOPE AND STAR ENTOURAGE HEAD TO ALASKA TO GIVE GI'S HOLIDAY CHEER; PERFORMANCE AT ANCHORAGE TO BE FILMED FOR "CHEVY SHOW" OF DEC. 28 WITH HEDDA HOPPER, JERRY COLONNA AND SPECIAL GUEST GINGER ROGERS

Bob Hope is heading North on the GI Road once more. The traveling entertainer, who has spent previous holiday seasons in Iceland and Greenland, heads up to Alaska this Christmas for a tour of six Alaskan military bases.

He'll take with him the complete lineup for his next NBC-TV BOB HOPE CHEVY SHOW -- Peggy King, Mickey Mantle, columnist Hedda Hopper, Jerry Colonna, Carol Morris ("Miss Universe") the Del Rubio Triplets, the Purdue University Glee Club, and his special guest, Ginger Rogers.

The Hope entourage will visit American troops at Anchorage, Elmendorf Air Force Base, Kodiak Naval Base, Fort Richardson, Ladd Air Force Base and Eielson Air Force Base. At Anchorage, Hope will film a 60-minute show which will be flown to this country and presented as NBC-TV's "Bob Hope Chevy Show" Friday, Dec. 28 (9-10 p.m., EST).

This will mark the first appearance this season for Hope on a Friday night. Previously this season, his shows have appeared on Sunday nights at the same hour.

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STATION KGON, PORTLAND-OREGON CITY, TO BECOME AFFILIATE OF NBC RADIO NETWORK

Station KGON, Portland-Oregon City, Ore., will become affiliated with the NBC Radio Network on Dec. 17, it was announced jointly today by Harry Bannister, Vice President in charge of Station Relations for the National Broadcasting Company, and Irwin S. Adams, one of the principal owners and General Manager of KGON.

The station, which operates on 10,000 watts and 1520 kc, is owned by Clackamas Broadcasters, Inc.

In announcing the affiliation, Mr. Bannister said: "NBC is pleased to be able to continue serving the people of greater Portland through an outstanding station like KGON."

"We are proud," Mr. Adams commented, "to become an affiliate of NBC Radio, especially at the time when this pioneer network is observing its 30th anniversary of broadcasting. We are also anxious to take part in the network's recently announced plan for revitalizing its service to its affiliates and audiences."

The NBC Radio Network will terminate its present affiliation with station KGW at midnight, Dec. 16.

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NBC-New York, 12/14/56

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

NBC COLOR TELECAST SCHEDULE FOR DEC. 23-29

Sunday, Dec. 23

3:30-4 p.m., EST -- ZOO PARADE -- "Underwater Adventures," filmed at Silver Springs, Florida.

9-10:30 p.m., EST -- THE ALCOA HOUR -- "Stingiest Man In Town," an original musical adaptation of Charles Dickens' "A Christmas Carol." With Vic Damone, Johnny Desmond, Four Lads, Patrice Munsel, Basil Rathbone, Robert Weede, Martyn Green, Betty Madigan, Robert Wright, Dennis Kohler and Alice Frost.

Monday, Dec. 24

3-4 p.m., EST -- NBC MATINEE THEATER -- "Cold Christmas."

9:30-10:30 p.m., EST -- ROBERT MONTGOMERY PRESENTS -- Gian Carlo Menotti's Christmas opera, "Amahl and the Night Visitors." With Kirk Jordan, Rosemary Kuhlmann, David Aiken, Leon Lishner, Andrew McKinley and Francis Monachino.

11:15 p.m.-12 Midnight, EST -- "The Twelve Days of Christmas" and "The Nativity" (films). (Please Note: This is an addition to December Color Schedule).

Tuesday, Dec. 25

3-4 p.m., EST -- NBC MATINEE THEATER -- "Little Women," by Louisa May Alcott and adapted for TV by Elaine Ryan. With Alexander Lockwood, Irene Hervey, Judith Braun, Diane Jergens, Arianan Ulmer, William Taylor and Peter Hansen.

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Tuesday, Dec. 25 (Cont'd)

8:30-9 p.m., EST -- NOAH'S ARK -- "The Reluctant Reindeer."

10:30-11 p.m., EST -- BREAK THE $250,000 BANK.

Wednesday, Dec. 26

3-4 p.m., EST -- NBC MATINEE THEATER -- "For Sweetheart, Wife and Mother," by Lenora Mattingly Weber and adapted for TV by Helene Hanff.

9-10 p.m., EST -- KRAFT TELEVISION THEATRE -- "The Just and the Unjust," by Don and Katrina Ettlinger based on a story by James Gould Cozzens. Richard Kiley stars.

Thursday, Dec. 27

3-4 p.m., EST -- NBC MATINEE THEATER -- "Smilin' Through," by Allan Langdon Martin.

10-11 p.m., EST -- LUX VIDEO THEATRE -- "Michael and Mary," adapted for TV by Sandy Barnett and starring Maureen O'Sullivan.

Friday, Dec.28

3-4 p.m., EST -- NBC MATINEE THEATER -- "Strong Medicine," with Patrick O'Neal, Joe Moross and Mary Webster.

8:30-9 p.m., EST -- WALTER WINCHELL SHOW. Guest stars to be announced.

Saturday, Dec. 29

8-9 p.m., EST -- PERRY COMO SHOW -- Perry's guests tonight are Theresa Brewer, Louis Armstrong, Red Buttons and The Kovacs.

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THE FOLLOWING SHOWS WILL APPEAR ON WRCA-TV ONLY:

Monday	Dec. 24	10:30 - 11:00 p.m.	-- DOUGLAS FAIRBANKS-RHEINGOLD THEATRE "Silent Night."
Monday	Dec. 24	11:25 - 11:30 a.m.	-- WRCA-TV WINDOW.
		1:00 - 2:00 p.m.	-- TEX AND JINX.
through	through	6:45 - 7:00 p.m.	-- ESSO NEWS.
		11:10 - 11:15 p.m.	-- TEX ANTOINE.
Friday	Dec. 28	11:15 - 11:25 p.m.	-- HY GARDNER.
		11:25 - 11:30 p.m.	-- PUNCH LINE
Saturday	Dec. 29	11:00 - 11:15 p.m.	-- SAVARIN NEWS

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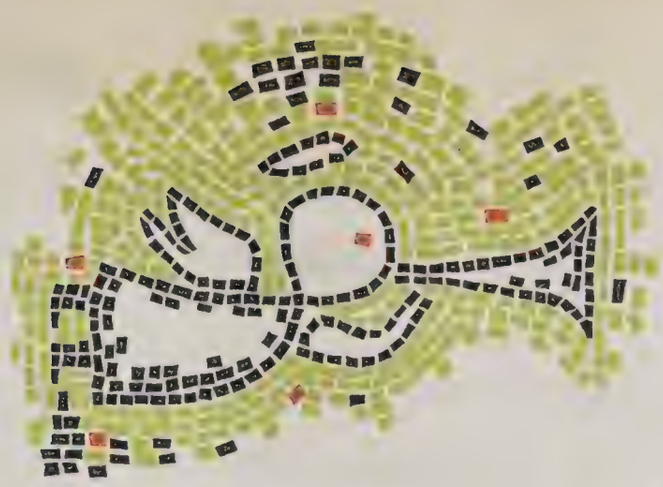
NBC-New York, 12/14/56



NEWS FROM NBC

December 14, 1956

CHURCH SERVICES, SEASONAL MUSIC AND SPECIAL PROGRAMS
TO MARK YULETIDE CELEBRATION ON NBC RADIO

A Solemn High Midnight Mass, broadcast from St. Anselm's Priory, a Benedictine monastery in Washington, D.C., will usher in the celebration of Christmas Day on the NBC Radio network. The service will be broadcast on Christmas Eve (Monday, Dec. 24) starting at 12 midnight and continuing to 1:15 a.m., EST.

A performance of the Hector Berlioz oratorio "L'Enfance du Christ" by the Boston Symphony Orchestra, chorus and soloists, under direction of Charles Munch, and a concert of seasonal music featuring mezzo-soprano Mildred Miller with chorus and orchestra on the "Telephone Hour" will be among the musical highlights on the NBC Radio holiday season schedule.

Fred Waring and his Pennsylvanians will be featured in a "live" one-hour show Monday, Dec. 24 devoted to music that will tell "The Meaning of Christmas." During the first half-hour, songs that portray the lighter side of the Yuletide season -- Santa Claus, sleighs, tinseled trees -- will be broadcast. The final half hour will feature music expressing the religious significance of Christmas.

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"Monitor," the NBC Weekend Radio Service, will hold its gala "Christmas Open House" on Saturday, Dec. 22, and Sunday, Dec. 23.

Following are highlights of the NBC Radio schedule of Christmas features from Dec. 22 through Dec. 25. (All times EST.)

SATURDAY, DEC. 22

NOTE: FOR "MONITOR" CHRISTMAS FEATURES DEC. 22 AND 23, SEE SCHEDULE IN TODAY'S DAILY NEWS REPORT.

12 Noon NATIONAL FARM AND HOME HOUR -- Vocalists Bob Morton and Audrey Paul will be featured with Whitey Berquist and the Homesteaders orchestra on the program's annual concert of Christmas music. Miss Paul will be heard in "I Wonder as I Wander," Morton in "When Christmas Rolls Around," and both in "Winter Wonderland." The orchestra will play "Christmas Festival," "Dance of the Sugar Plum Fairy," "Parade of the Wooden Soldiers," "Brazilian Sleighbells" and "Holiday for Strings."

SUNDAY, DEC. 23

8:15-8:30 a.m. FAITH IN ACTION -- Program presented in cooperation with the Church of Jesus Christ of Latter Day Saints (Mormon). Music by the Mormon Choir of Southern California.

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SUNDAY, DEC. 23 (CONT'D)

9:15-9:30 a.m. THE ART OF LIVING -- Dr. Norman Vincent Peale speaks on "The Romance of Christmas Day."

10-10:30 a.m. NATIONAL RADIO PULPIT -- Dr. Ralph W. Sockman has chosen "To and from Bethlehem" as his sermon subject.

2:30-3 p.m. THE CATHOLIC HOUR -- The Very Rev. Msgr. John J. Dougherty speaks on "The Son of Man and the Teacher of Righteousness."

MONDAY, DEC. 24

8-9 p.m. BOSTON SYMPHONY ORCHESTRA -- The entire program is devoted to Hector Berlioz's oratorio "L'Enfance du Christ." Charles Munch will direct the orchestra which, for this performance, will be augmented by the New England Conservatory Chorus. The soloists will be Florence Kopleff, mezzo-soprano; Cesare Valletti, tenor; Gerard Souzay, baritone; Giorgio Tozzi and David Rubin, basses.

9-9:30 p.m. THE TELEPHONE HOUR -- Mildred Miller, mezzo-soprano, and storyteller John Nesbitt will be featured on this holiday program. Miss Miller and the Bell Telephone Chorus and Orchestra, directed by Donald Voorhees, will open the broadcast with a medley of five familiar carols. The orchestra will play the "Gingerbread Waltz" from Humperdinck's "Hansel and Gretel" and, joined by the chorus, the

(more)

MONDAY, DEC. 24

9-9:30 p.m. (CONT'D)	"Hallelujah" Chorus from Handel's "The Messiah." Miss Miller, the orchestra and chorus will close the program with "Silent Night." Nesbitt will tell the story of the Nativity.
9:30-10:30 p.m.	CHRISTMAS EVE WITH FRED WARING -- Fred Waring and his Pennsylvanians "paint in music the many moods of Christmas." The first half-hour treats of the lighter side of Christmas, with selections that connote Santa Claus, snow, tinseled trees, gifts, and happy children. During the final half hour, Waring will emphasize the religious significance of Christmas, with songs and carols covering a span of four centuries, and a narrative drawn directly from the Scriptures.
10:30-11 p.m.	LOS ANGELES BUREAU OF MUSIC PROGRAM -- Music for the Yuletide.
11:30-12 Mid	VOICE OF CHRISTMAS -- A program of Christmas carols by choral groups.
12 Mid-1:15 a.m.	MIDNIGHT MASS FROM ST. ANSELM'S PRIORY, WASHINGTON, D.C. -- A Solemn High Midnight Mass broadcast from a Benedictine monastery. The Very Rev. Alban Boultwood, prior, will be the celebrant; the Rev. Bernard Theall, of the Catholic University of America, will deliver the sermon, and the Rev. David Granfield will be narrator. The chants are in the authentic Gregorian style.

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TUESDAY, DEC. 25

8-8:30 p.m.	DRAGNET -- Sgt. Friday (Jack Webb) is assigned to locate a statue of the Christ Child which has disappeared from a church.
8:35-9:30 p.m.	BIOGRAPHIES IN SOUND -- Personality portrait of Grandma Moses (repeat).
11:30-12 Mid	VOICES OF CHRISTMAS -- "The People of Bethlehem" will be the theme of this program featuring the Archbishop's Boys Choir of Cincinnati, Ohio, and a brief message from the Most Rev. Karl J. Alter, Archbishop of Cincinnati. The Rev. John J. Cunningham, of St. Mary's Seminary, Norwood, Ohio, will deliver the narrative. Music will include three carols by Benjamin Britten: "Wolcum Yole," "There Is No Rose of Such Virtue" and "Balulalow," as well as several carols dating from 15th Century Germany, France and England.

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NBC-New York, 12/14/56

December 17, 1956

NBC 30TH ANNIVERSARY CONVENTION ENDS WITH AFFILIATES' RESOLUTION SALUTING NETWORK'S RECORD AND PLEDGING SUPPORT IN PLANS AHEAD

Executives and owners of television and radio stations affiliated with the National Broadcasting Company, stars of the network and executives of NBC and the Radio Corporation of America yesterday (Dec. 16) concluded the special four-day convention celebrating NBC's 30th Anniversary, held at the new Americana Hotel, Miami Beach, Fla.

At the conclusion of the meeting, the affiliated stations adopted the following resolution:

"The independent radio and television stations affiliated with the National Broadcasting Company, in meeting assembled at Miami Beach, Fla.:

"1 -- Salute NBC on its 30-year record of outstanding contributions in service to the public and the broadcasting industry.

"2 -- Pledge full support to President Robert W. Sarnoff and his organization in their plans and policies for advancing NBC to even higher levels of leadership.

(more)

"3 -- Express heartfelt appreciation to their network for the finest affiliates' meeting in NBC's history."

Mr. Sarnoff announced during the convention that NBC in 1957 will provide the first "live" programming ever to be produced expressly for educational television stations on a national basis. The Educational Television and Radio Center at Ann Arbor, Mich., expressed appreciation to NBC for its cooperation with the Center towards effecting this project for educational TV viewers.

The National Broadcasting Company broadcast its first program over a network of 25 radio stations on Nov. 15, 1926. NBC now has grown to a radio network of 188 stations and a television network of 207 stations.

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NBC-New York, 12/17/56

NBC

A SERVICE OF RCA

December 17, 1956

RADIO STATION WKBW, BUFFALO, N.Y., TO BECOME
NBC RADIO AFFILIATE JAN. 1, 1957

Radio Station WKBW, Buffalo, N.Y., will become affiliated with the NBC Radio Network on Jan. 1, 1957, it was announced jointly by Harry Bannister, Vice President in charge of Station Relations for the National Broadcasting Company, and Dr. Clinton H. Churchill, President and General Manager of WKBW. The announcement was made (Dec. 15) during the National Broadcasting Company's 30th Anniversary convention at the new Americana Hotel in Miami Beach, Fla.

The station operates on 50,000 watts and 1520 kc, and has been serving the people of the greater Buffalo area since 1926. WKBW is owned by WKBW, Inc.

In announcing the affiliation, Mr. Bannister said, "We are particularly proud to have a station such as WKBW, with its long history of serving audiences in the Niagara Frontier area, join us on the occasion of the National Broadcasting Company's own 30th birthday."

(more)

Dr. Churchill, commenting on WKBW's joining NBC Radio said, "More than ever Buffalo audiences, beginning the first of the year, will have a truly national service punctuated by the NBC Radio network's recently announced plans for a revitalized news and program structure, available to them. We are honored to be a part of NBC, pioneer broadcasters."

The affilation agreement was made at a meeting of NBC officials and Dr. Churchill and Alfred E. Anscombe, station manager. WKBW will begin carrying NBC Radio programs on a limited basis, effective immediately.

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NBC-New York, 12/17/56

NBC A SERVICE OF RCA

December 17, 1956

NBC-TV AFFILIATES' EXECUTIVE COMMITTEE ELECTS
SIX NEW MEMBERS AT NETWORK'S CONVENTION

Six new members of the NBC-TV Affiliates' Executive Committee were elected at the National Broadcasting Company's 30th Anniversary convention at the new Americana hotel in Miami Beach, Fla.

The election was announced (Dec. 14) by Walter Damm, Chairman of the NBC-TV Affiliates' Executive Committee and Vice President and General Manager of WTMJ-TV, Milwaukee, Wis.

The new members are: Ralph Evans, Executive Vice President, WOC-TV, Davenport, Iowa; Ewing C. Kelly, President and General Manager of KCRA-TV, Sacramento, Calif.; John H. de Witt, President of WSM, Nashville, Tenn.; Joe H. Bryant, President of KCBD-TV, Lubbock, Texas; Joe Floyd, President of KELO-TV, Sioux Falls, S.D.; and Harold Essex, Vice President and General Manager, WSJA-TV, Winston-Salem, N.C.

In addition to Mr. Damm, other officers of the NBC Affiliates' Executive Committee are Ed Wheeler, Secretary-Treasurer and General Manager WWJ-TV, Detroit; Lawrence Rogers, Vice Chairman and Vice President and General Manager of WSAZ-TV, Huntington, W. Va.

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CAST, CREDITS, SCENES, MUSIC, FOR "THE STINGIEST MAN IN TOWN," MUSICAL COLORCAST BASED ON DICKENS' "A CHRISTMAS CAROL," ON "ALCOA HOUR" (NBC-TV, SUNDAY, DEC. 23, 9-10:30 P.M., EST)

CAST

Young Scrooge.....Vic Damone

Fred, Scrooge's nephew.....Johnny Desmond

Ebenezer Scrooge.....Basil Rathbone

Belle (Young Scrooge's sweetheart).....Patrice Munsel

Carolers.....The Four Lads, Bernie Toorish, Connie Codarini, Jimmy Arnold, Frank Busseri

Marley's Ghost.....Robert Weede

Bob Cratchit.....Martyn Green

Martha Cratchit.....Betty Madigan

Elderly Gentleman.....John McGiver

Spirit of Christmas Present.....Robert Wright

Mrs. Cratchit.....Alice Frost

Tiny Tim.....Dennis Kohler

Betty (Fred's wife).....Olive Dunbar

Mr. Fezziwig.....Bryan Herbert

Mrs. Dilber.....Philippa Bevans

Spirit of Christmas Past.....Ian Martin

Spirit of Christmas Yet to Come.....Keith Harrington

(more)

CAST

CAST (CONT'D)

The Cratchit's other children

Peter.....Richard Morse

Belinda.....Karol Ann Traumm

Billy.....Karson Woods

Anne.....Karin Wolfe

Beggar.....John Heawood

CREDITS

Producer.....Joel Spector

Director.....Daniel Petrie

Book and Lyrics.....Janice Torre

Music Composed by.....Frederick Spielman

Orchestra and Chorus Conducted by.....Camarata

Scenery.....Kim Swados

Costumes.....Motley

Choreographer.....John Heawood

Assistant to Producer.....Kathleen Greene

Unit Manager.....Henry Shensky

Associate Director.....Lamar Casseli

Stage Managers.....Bill Post, Dean Grant

Makeup.....Bob O'Bradovitch

Technical Director.....Orlando Tamburri

Lighting Director.....Bill Ryker

Audio Director.....Don Fry

Graphic Artist.....Bob Jones

(more)

Cast (cont'd)

The Corporate Other Entertainers

Emcee.....Literary Guild

Belinda.....Karol Ann Trumm

Billy.....Kenson Woode

Grace.....Sheila Daly

Dagmar.....Judy Tudor

Crew

Producer.....Joel Spector

Director.....Mikes Varis

Music and Lyrics.....Allen Irvin

Music Composed by.....Percival Wilson

Orchestra and Chorus Conducted by.....Samarath

Sound.....Jim Sound

Costumes.....Motley

Choreographer.....John Hanwood

Assistant to Producer.....Jerome Sheer

Unit Manager.....Jerry Kassig

Assistant Director.....Lucas Gaston

Stage Managers.....Bill Post, Dean Grant

Makeup.....Joe O'Donnelle

Technical Director.....Frank Wallace

Lighting Director.....Jill Sheer

Audio Director.....Jim Fry

Company Artist.....Jay Shaw

CREDITS (CONT'D)

Production by.....Theatrical Enterprises, Inc.

Sponsor.....Aluminum Company of America

Agency.....Fuller & Smith & Ross, Inc.

NBC Press Representative.....George Norford (New York)

SCENE SYNOPSIS

ACT I

PROLOGUE: In Front of Curtain

Scenes 1 - Street in Front of Scrooge's Office.

2 - Prologue in Front of Curtain.
Scrooge's Bedroom.

3 - Mr. Fezziwig's Office.

4 - A Golden Dreamworld.

ACT II

PROLOGUE: In Front of Curtain

Scenes 1 - Scrooge's Bedroom.

2 - Bob Cratchit's Living Room - Kitchen.

3 - Fred's Living Room.

(more)

SCENE SYNOPSIS (CONT'D)

ACT III

PROLOGUE: In Front of Curtain

Scenes 1 - Street in Front of Scrooge's Office.

2 - Scrooge's Bedroom.

3 - Cratchit's Living Room-Kitchen.

4 - In Front of Curtain.

MUSICAL SYNOPSIS

ACT I

A Christmas Carol.....Carolers

An Old Fashioned Christmas.....Fred and Chorus

Humbug!.....Fred and Scrooge

The Stingiest Man in Town.....Two Beggars

I Wear a Chain.....Marley's Ghost and Lost Souls

Golden Dreams.....Young Scrooge and Belle

It Might Have Been.....Young Scrooge and Belle

ACT II

Yes There is a Santa Claus.....Martha and Tiny Tim

One Little Boy.....Scrooge and Spirit of Christmas Present

An Old Fashioned Christmas.....Fred and Chorus

Birthday Party of the King.....Fred and Chorus

(more)

Scene Plot (CONTD)

ACT III

SCENE: In Front of Curtain

Scene 1 - Street in Front of Lawyer's Office.

2 - Lawyer's Parlour.

3 - Cinderella's Living Room-Slavey.

4 - In Front of Curtain.

SCENE SHEET

ACT I

1 Prologue.....

2a Old Fashioned Christmas.....Red and Green

Interval.....

2b Lawyer's Law in Town.....The Slavey

3 Scene 2 Cinderella.....Mother, Ma Green and Lucy

Curtain

Green Dresses.....Yellow Lemonade and Bottle

It Might Have Been.....Yellow Lemonade and Table

ACT II

1 There is a Brass Band.....Marching and Tiny Tim

2 Little Boy.....Lemonade and Biscuit of

Christmas Present

Interval

3 Lawyer's Parlour.....Green and Yellow

Christmas Party of the Club.....Red and Green

(over)

MUSICAL SYNOPSIS (CONT'D)

ACT III

Devils Dance.....Dance chorus

Mankind Should be My Business.....Scrooge and Chorus

The Christmas Spirit.....Scrooge, Mrs. Dilber

Reprise: One Little Boy.....Cratchit and Scrooge

Yes There is a Santa Claus...Tiny Tim, Martha and the Cratchits

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NBC-New York, 12/17/56

EISENHOWER MESSAGE AT LIGHTING OF WHITE HOUSE YULE TREE WILL BE BROADCAST BY NBC

President Eisenhower's message to the nation at the lighting of the White House Christmas tree Thursday, Dec. 20, will be broadcast by NBC Radio from 5:15 to 5:30 p.m., EST. Secretary of the Interior Fred A. Seaton will introduce the President, and the Very Rev. Msgr. Edward H. Roach will pronounce the benediction. There will be music by the U.S. Marine Band.

-----o-----

NBC TO TELEVISE NEHRU'S PRESS CONFERENCE

NBC News will present a special live telecast of Indian Prime Minister Jawaharlal Nehru's press conference in Washington Wednesday, Dec. 19 (NBC-TV, 9:15 a.m. until conclusion). Reporting for NBC News will be White House Correspondent Ray Scherer.

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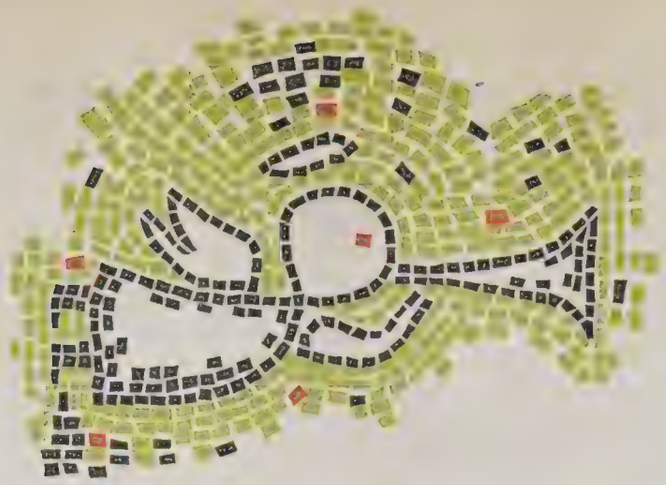
NBC-New York, 12/17/56



NEWS FROM NBC

To All:

A Merry Christmas

and

A Happy New Year

from NBC Press

PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK

NBC TRADE NEWS
A SERVICE OF RCA

December 18, 1956

AUDIENCE RESPONSE TO 'THE PRICE IS RIGHT' GROWS RAPIDLY;
MORE THAN HALF-MILLION ENTERED SECOND WEEK'S CONTEST

Bill Cullen doesn't know just how many astute shoppers there are in the home audience of his new NBC-TV daytime show, THE PRICE IS RIGHT, but more than a half-million of them wrote to him guessing the value of the "showcase of prizes" during the second week of the show.

The "showcase of prizes" is a feature designed for home viewers. A group of items is displayed each day of the Monday-through-Friday (10:30 a.m., EST) show. Viewers write to Cullen, guessing the combined value of the items. The nearest guess, not exceeding the actual price, wins the prizes.

"The Price is Right" began on Monday, Nov. 26, and by the end of the first week, more than 315,000 viewers had sent cards estimating the price of a mink coat, wristwatch and luggage set on display. Mrs. J.H. Rowe of Ironwood, Mich., won with a guess just eight cents less than the actual price of $4,574.43.

During the second week, 523,000 viewers wrote to Cullen guessing the value of a Sunbeam-Rapier sports car, a portable TV set, a camera and a two-week vacation for two at a Las Vegas, Nev., resort.

(more)

The winner, Mrs. Glen G. Radcliffe of Boone, Iowa, guessed just one penny less than the retail price of $2,919.18 for the prizes.

Viewers from every state in the union have sent cards to the program. The majority of guesses are far over the actual value of the items on display.

Ten persons are employed by Goodson-Todman, Inc., the packagers of the program, just to handle the mail.

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NBC-New York, 12/18/56

DINAH SHORE LEAVES HOLLYWOOD JAN. 3 FOR CROSS-COUNTRY GOODWILL TOUR

Dinah Shore leaves Hollywood for New York on Jan. 3 to kick off one of the most extensive multi-city goodwill tours in recent years.

She will originate several of her weekly NBC-TV shows as well as a full-hour colorcast CHEVY SHOW, while on tour, and appear at a series of benefits along the way.

Dinah and her group will perform for charity and benefits in at least 10 cities, working to benefit the March of Dimes, the Heart Fund, the Variety Clubs, the Rosalia Foundling Home, and many other worthy causes.

Dinah will sing with Eugene Ormandy and the Philadelphia Orchestra at a benefit performance commemorating the orchestra's 100th anniversary. She will sing before President Eisenhower and other notables in Washington at the Alfalfa Club's annual dinner on the eve of the President's Inauguration. Dinah sang for the group last year and is the first entertainer in the club's long history to be invited to a repeat date.

Dinah will star in this year's St. Paul Winter Carnival. Her home state of Tennessee will proclaim "Dinah Shore Days" during her trek to Nashville.

(more)

Dinah will take her weekly (Thursday) NBC-TV show on the road during the tour. The programs will emanate from New York, Nashville, St. Paul and Dallas during her four weeks away from Hollywood.

Traveling with Dinah will be the Skylarks, musical director Harry Zimmerman, producer-director Bob Banner, musical advisor Ticker Freeman and other members of the technical staff of the NBC-TV series.

Her itinerary follows:

Jan. 4-8 -- New York -- Rehearsal for upcoming "Chevy Show."

Jan. 13 -- New York -- "Chevy Show" originating at Colonial Theatre. This Sunday full-hour show will be colorcast (9-10 p.m., EST).

Jan. 15 -- Boston -- March of Dimes benefit.

Jan. 16 & 17 -- New York -- Rehearsal and telecast of Thursday show. (7:30-7:45 p.m., EST).

Jan. 19 -- Washington -- Appearance at Alfalfa Club.

Jan. 22, 23, 24 -- Nashville -- March of Dimes, state-wide Dinah Shore Day and origination of Thursday TV show.

Jan. 25 -- Pittsburgh -- Rosalia Foundling Home.

Jan. 26 -- Philadelphia -- Guest appearance with Philadelphia Orchestra.

Jan. 27 -- Cincinnati -- March of Dimes.

Jan. 29 or 30 -- through Feb. 1 -- St. Paul -- Dinah to be star attraction at the Winter Carnival and originate her Thursday TV Show.

(more)

Feb. 3 -- Waukegan -- March of Dimes.

Feb. 4 and 5 -- Either Chicago or Fort Worth for Heart Fund, possibly both cities.

Feb. 6 and 7 -- Dallas, originates TV show, and a benefit.

Following the lengthy tour Dinah returns to Hollywood to prepare for an engagement in Las Vegas and for her weekly and hour-long NBC-TV programs.

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NBC-New York, 12/18/56

NBC TRADE NEWS

WALTER SCHUMANN TO LEAVE "FORD SHOW" ON PHYSICIAN'S ADVICE

Upon the advice of his physician, Walter Schumann will shortly relinquish his association with the Thursday evening FORD SHOW on NBC, according to Tennessee Ernie Ford, star of the weekly (9:30 p.m., EST) television program.

Composer-conductor Schumann, recently hospitalized by a respiratory ailment has been advised that the preparation of original musical arrangements plus the long hours of rehearsal necessary for the weekly "live" broadcasts are, at present, too demanding.

While the renowned group, The Voices of Walter Schumann, composed of eight girls and 12 men, will cease to appear regularly on "The Ford Show," it will remain intact for continued recording for RCA Victor, and for concert and guest appearances.

"The Ford Show" starring Tennessee Ernie Ford, is sponsored by the Ford Division of the Ford Motor Company. The agency is the J. Walter Thompson Company.

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NBC-New York, 12/18/56

WELLES HANGEN, NEW YORK TIMES MOSCOW BUREAU AIDE,
SIGNED BY NBC NEWS TO HEAD NETWORK'S CAIRO BUREAU

Welles Hangen, a 26-year-old reporter with extensive experience, has been signed by NBC News to head its Cairo Bureau. Wilson Hall, former NBC Cairo bureau chief, was recently forced to return to the U.S. due to illness.

Hangen joins NBC News from the New York Times, where his last assignment was in the newspaper's Moscow bureau.

Born in 1930 in New York, Hangen attended the University of Virginia and Brown University, graduating summa cum laude from the latter in 1948. A Phi Beta Kappa, he also did graduate work at Columbia.

His first newspaper job was with the United Nations bureau of the European edition of the New York Herald Tribune in 1948. Joining the New York Times in 1949, Hangen was a general assignment reporter and covered the UN during General Assembly sessions. He was transferred to the paper's Paris bureau in 1950.

After two years as an Army information Officer in Washington during the Korean War, he returned to the Times in 1953. His first assignment was to set up a bureau in Turkey, which was responsible for spot coverage of Greece, Iran and other parts of the Middle East.

(more)

After temporary stints in the Bonn and West Berlin bureaus, he was transferred to Moscow in July of 1955.

He covered 12,000 miles in the Ukraine, Central Asia and Siberia with the American farm delegation, before returning to Moscow to assume direction of the bureau.

Wilson Hall was stricken with tuberculosis during the recent Middle East crisis. His wife Lee Hall, also on the bureau staff, will return to the U.S. as soon as Hangen assumes direction of the Cairo office.

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NBC-New York, 12/18/56

GARROWAY BELIEVES A MISS IS AS GOOD AS A SMILE--AND LOTS OF MISSES WITH LOTS OF SMILEAGE WILL BE A YULETIDE TREAT TO HAPPY PRESS AGENTS

NBC-TV's TODAY program will present its annual Christmas gift to that much maligned master of manipulation, the New York press agent, on Friday, Dec. 21.

During the telecast of Friday's show, more than 25 "Misses" -- each a flower of the press agent's imagination -- will be given an opportunity to make her "pitch" over a national TV network.

"Today" staffer Helen Petretti has invited press agents in the Metropolitan New York area to bring their most comely representatives for a free display. The response has been staggering, as each of the hard-working, high pressure exploitation experts tries to outdo the other.

Their creations are a TV audiences' delight. Numbered among the group will be Miss Lid Flipper (representing a bottle opener concern), Miss Aerosol Bomb, Miss Cross-bred Hen, Miss Chip Dip (representing the potato chip industry), Miss Go Formal New Year's, Miss Scandanavian Sweaters, Miss Flowers by Wire, Miss Pencil, and not least among them, Miss Glass Bottom Boat.

"Today" is telecast Mondays through Fridays, from 7 to 9 a.m., EST.

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NBC-New York, 12/18/56

NBC TRADE NEWS
A SERVICE OF RCA

December 19, 1956

NBC RADIO ANNOUNCES MORE THAN $1,000,000 NEW BUSINESS NET ADVERTISING DOLLAR REVENUE RECORDED DURING PAST FEW DAYS

More than $1,000,000 in net advertising dollar revenue was recorded in new business by the NBC Radio Network during the past few days, it was announced today by William K. McDaniel, Vice President, NBC Radio Network Sales.

The purchases were made by six advertisers, involving such NBC programs as "News of the World," "NBC Bandstand," "Woman in My House," "Five Star Matinee," "Pepper Young's Family," "Monitor," "Hilltop House" and the special "Most Beautiful Voice in the World."

Coldene, through the J. Walter Thompson Co., will sponsor participations in "News of the World" (7:30-7:45 p.m., EST, Mondays-through-Fridays) every night of the week for 52 weeks starting Dec. 31.

The Lambert Pharmacal Division for its Listerine, through Lambert and Feasley, Inc., will sponsor 10 participations in "NBC Bandstand" and five in "Woman in My House" every week for 13 weeks starting Jan. 7.

Ex-Lax, through Warwick and Legler, Inc., has purchased a 52-week schedule as follows: three announcements in "Woman in My House" (Monday, Wednesday and Friday) each week; two in "Five Star Matinee" (Tuesday and Thursday) every week; three in "Pepper Young's Family" (Monday, Wednesday and Friday) each week, and eight in "Monitor" every weekend.

(more)

Olin-Mathieson Chemical Corp. has bought a package of 10 weather segments in "Monitor" every weekend. Van Sant, Dugdale & Co., Inc., is the advertising agency for Olin-Mathieson. The contract, effective Sept. 21, 1957, will run for six weeks.

The Radio Corporation of America, through Kenyon & Eckhardt, Inc., will sponsor a 26-week campaign utilizing the network's "Most Beautiful Voice in the World" special program. In addition, RCA has purchased a weekend schedule of Bob and Ray segments in "Monitor." The RCA schedule will begin on a date to he announced.

In addition to these purchases, Mr. McDaniel said that a major household cleanser has ordered an eight-week campaign on "NBC Bandstand," "Hilltop House," "Pepper Young's Family" and "Monitor."

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NBC-New York, 12/19/56

December 19, 1956

Attention, Sports Editors

NBC-TV AND RADIO WILL COVER BLUE-GRAY ALL-STAR
GRID GAME AS 'CAVALCADE OF SPORTS' FEATURE

The 19th annual Blue-Gray all-star football game at Montgomery, Ala., on Saturday, Dec. 29, will be carried by NBC-TV and NBC Radio, starting at 1:45 p.m., EST.

Sportscasters Bob Neal on television and Ray Scott on radio will describe the action in Cramton Bowl. The dual coverage is sponsored by the Gillette Safety Razor Company as a "Gillette Cavalcade of Sports" feature. Maxon, Inc., is the agency for Gillette.

Following the Blue-Gray game, NBC-TV and NBC Radio will carry the annual East-West game in San Francisco, Calif., at 4:45 p.m., EST.

The Blue team, hoping to make it three wins in a row, has such Northern grid stars as Purdue's passing quarterback Len Dawson and Ohio State fullback Don Vicic. Fullback Jack Pardee heads a five-man Texas A. & M. unit on the Gray squad, which also includes backs Ed Sutton of North Carolina and Ronnie Quillian of Tulane.

(more)

Head coach for the Southerners will be Jim Tatum of North Carolina, assisted by Paul Bryant of Texas A. & M. and Ralph Jordan of Auburn. Missouri's T-master, Don Faurot, heads the Blue team's coaching staff, with Murray Warmath of Minnesota and Jack Mollenkopf as assistants. The Gray holds an 11-6 edge in the series, with one standoff. The Blue won a 20-19 thriller last year.

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NBC-New York, 12/19/56

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

December 19, 1956

AMERICAN PREMIERE OF PROKOFIEV'S "WAR AND PEACE" TO BE PRESENTED BY NBC TELEVISION OPERA THEATRE IN 2½-HOUR COLORCAST SUNDAY, JAN. 13

The American premiere of Serge Prokofiev's opera "War and Peace" will be given by the NBC Television Opera Theatre Sunday, Jan. 13 (NBC-TV, 1:30-4 p.m., EST). The program will be presented in color and black and white and will run for two-and-a-half hours. This will mark the first performance of the revised version of the opera to be given outside of the Soviet Union.

Only minor cuts will be made in the opera to accommodate the broadcast time. This will mark the longest single broadcast of the NBC Television Opera Theatre, now in its eighth year.

"War and Peace" will be given in English in a translation by Joseph Machlis, commissioned by NBC, with Peter Herman Adler as conductor. The producer is Samuel Chotzinoff.

The opera originally was written to be given in two parts on successive nights. This first version was performed in Florence three years ago in a single evening with large cuts. Prokofiev himself made revisions and it is his new version which will be given on NBC-TV.

(more)

Prokofiev wrote the libretto in collaboration with M. Mendelssohn. The book of Leo Tolstoy furnished the story, but necessarily had to be compressed to fit the limits of theatre drama.

The NBC-TV Opera Theatre has assembled the largest cast (92 singers) and the largest orchestra (60 musicians) in its eight-year history. Principal roles will be sung by Morley Meredith as Prince Andrey, Helena Scott as Natasha, Linda McNaughton as Sonia, David Lloyd as Pierre, Davis Cunningham as Anatol, Gloria Lane as Helene, Kenneth Smith as Koutuzov, Chester Watson as Count Rostov, and Leon Lishner as Napoleon.

Others in the cast include Beatrice Krebs as Akhrosimova, Michael Kermoyan as Dolokhov, Joshua Hecht as Denisov, Alice Howland as Marya, Arthur Newman as Prince Bolkonsky, Margery Mayer as Peronskaya and Paul Ukena as Balaga.

The production is being designed by Otis Riggs and the costumes by Guy Kent. Kirk Browning is director and Charles Polacheck is associate producer.

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NBC-New York, 12/19/56

NBC TRADE NEWS

"MUSIC FOR YOUR NEW YEAR'S EVE" IS "MONTGOMERY PRESENTS"
FEATURE WITH HUGO WINTERHALTER HEADING LIST OF STARS

"Music for Your New Year's Eve," a gala festival of music featuring eight of the nation's top recording stars, will be the year's end program when ROBERT MONTGOMERY PRESENTS THE SCHICK TELEVISION THEATRE Monday, Dec. 31 (NBC-TV, 9:30-10:30 p.m., EST, in color and black and white).

It will mark the first time that Montgomery has departed from his usual dramatic format to present a program of popular songs.

Hugo Winterhalter, his orchestra and chorus, will headline the music extravaganza. Featured will be a talented group of personalities of the music and song world including Eddie Dano, newcomer to the recording field; songstresses Teddi King and Ann Gilbert; pianist Eddie Heywood, who composed the hit tune "Canadian Sunset," which Winterhalter recorded; "Singing Schoolteacher" Dorothy Olsen; the Nite Caps, "rockin' quartet," and Henry "Hot Lips" Levine, famous jazz musician.

Montgomery will be seen in his usual role of host-announcer.

-----o-----

NBC TRADE NEWS

CARTER PRODUCTS TO BE FIRST SPONSOR OF "NAT 'KING' COLE SHOW"

Carter Products, Inc., will become the first sponsor of NBC-TV's weekly musical series, the NAT 'KING' COLE SHOW (Mondays, 7:30-7:45 p.m., EST), it was announced today by William R. (Billy) Goodheart, Jr., Vice President, NBC Television Network Sales.

Carter will sponsor six programs on an alternate week basis starting Jan. 7 to advertise its Rise Shave Cream, Arrid Deodorant and other productis. Sullivan, Stauffer, Colwell and Bayles, Inc., is the advertising agency for Carter.

The "Nat 'King' Cole Show" stars Cole, whose records have sold almost 50,000,000 copies, in a quarter-hour of distinctive song-stylings and piano interpretations. A choral group composed of four men and a girl and a 16-piece orchestra directed by Gordon Jenkins back the singer on the program.

Carter Products is also one of the sponsors of several other NBC-TV programs, including "Caesar's Hour," "NBC News" and the Saturday telecasts of the National Basketball Association professional games.

-----o-----

NBC-New York, 12/19/56

FOR IMMEDIATE RELEASE

NBC PRODUCER TO BE NEW SPONSOR OF "NAT KING COLE SHOW"

Chase Products, Inc., will become the first sponsor of the weekly musical series, the NAT KING COLE SHOW (Monday, 7:45 p.m., EST), it was announced today by William R. (Bill) Hamel, Jr., Vice President, NBC Television Network Sales.

Chase will sponsor the programme on an alternate week basis, beginning Jan. 7 on adventures in Blue Bunny Cheese, Apple Butter and other products. Ruthrauff & Ryan, Colwell and Bryson, Inc. the advertising agency for Chase.

The "Nat King Cole Show" starts Jan. 6, when it will be heard at 10:30-11:00 again, in a quarter-hour of distinctive songs and piano interpretations. A chorus, group conducted by Ken Darby and a 30-piece orchestra directed by Gordon Jenkins are the singers on the programme.

Chase Products is also one of the sponsors of several [illegible] of the National Basketball Association [illegible]

Mail-New York, 02/10/52

PERRY COMO IS MAN IN PUBLIC LIFE CLOSEST TO TYPE GIRLS (AGED 18-20) 'WOULD LIKE TO MARRY,' ACCORDING TO LIFE MAGAZINE SURVEY

Perry Como is featured in Life Magazine's special issue on "The American Women" (on sale Dec. 20) as "the man in public life who most nearly represents the type of man they would like to marry." The selection was made in a nation-wide poll conducted by Life's editors among girls in the age bracket of 18 to 20.

The star of NBC-TV's colorcast "Perry Como Show" (Saturdays, 8 p.m., EST) led a selection of 13 well-known males, according to the survey that included interviews among working girls, college coeds, secretaries, waitresses, scientific researchers, medical workers and others.

Other public figures considered most marriageable by the girls were, in order of choice after Como: William Holden, Rock Hudson, Dwight D. Eisenhower and Tab Hunter (tied for fourth), Tony Curtis and Elvis Presley (tied for fifth), and Marlon Brando, Jeff Chandler, James Dean, John Kennedy, Jerry Lewis and Richard Nixon (all tied for sixth).

In the Life article there are pictures of Perry acting out the things girls like and dislike in men.

-----o-----

NBC-New York, 12/19/56

CREDITS FOR THE "TOURNAMENT OF ROSES PARADE" ON NBC

On Television

PROGRAM:	"Tournament of Roses Parade" in color and in black and white.
DAY:	Tuesday, Jan. 1, 1957.
TIME:	11:45 a.m. to 1:45 p.m., EST.
COMMENTATORS:	Anne Jeffreys, Robert Sterling and Jimmy Wallington.
FORMAT:	On-the-spot coverage of the 68th annual Tournament of Roses Parade in Pasadena, Calif.
PRODUCER:	William Kayden.
DIRECTOR:	William Bennington.
ASSOCIATE PRODUCER:	Bob Henry.
SCRIPT CONTINUITY:	Frank Goldberg.
UNIT MANAGER:	Robert P. Andersen Jr.
SPONSORS:	Minute Maid Corporation, represented by Ted Bates Agency. Florists' Telegraph Delivery Association, represented by Grant Advertising Agency.
PRESS REPRESENTATIVES:	Herm Lewis, NBC Press, Hollywood; Dilys Jones, NBC Press, New York.

* * *

(more)

2 - 'Tournament of Roses Parade' - Credits

On Radio

TIME: 12 to 1 p.m., EST.

COMMENTATORS: Don Rickles, Frank Barton and John Storm.

DIRECTOR: Andy Love.

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NBC-New York, 12/19/56

MONITOR

THE NEW NBC RADIO SERVICE

December 20, 1956

NBC'S "MONITOR"--RADIO'S "MOST SUCCESSFUL" WEEKEND PROGRAM--
TO BE EXTENDED TO FRIDAY NIGHTS BEGINNING JANUARY 18

FOR RELEASE WEDNESDAY, DEC. 26

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The Friday night program will be broadcast from 8:05 p.m. to 9:55 p.m., EST, replacing the "Bob Hope Show," "National Radio Fan Club," "NBC Job Clinic" and "Inside Story With Victor Riesel." Hope's top-rated show will be moved to another night.

"Monitor" currently is heard Saturdays from 8 a.m. to midnight, EST, and Sundays, from 10:30 a.m. to midnight, EST.

In announcing the expansion of "Monitor," Mr. Culligan acclaimed the program as the "most successful" network radio show on weekends. He issued the following statement:

"'Monitor' is the biggest single commerical success in radio today. As this year closes, 97 per cent of the time available for sponsorship has been sold.

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MONITOR, network radio's "most successful" weekend program, will be extended to Fridays beginning Jan. 18. It was announced today by Matthew J. Culligan, Vice President, NBC Radio Network.

The Friday night program will be broadcast from 8:05 p.m. to 2:55 p.m., EST, replacing the "Bob Hope Show," "National Radio Fan Club," "NBC Job Clinic" and "Inside Story With Vivian Nissel."

Monitor's top-rated slot will be moved to another night.

"Monitor" currently is heard Saturdays from 8 a.m. to midnight, EST, and Sundays, from 10:30 a.m. to midnight, EST.

In announcing the expansion of "Monitor," Mr. Culligan outlined the program as the "most successful" network radio show on the air today. He issued the following statement:

"'Monitor' is the biggest single commercial success in radio today. As this year closes, 97 per cent of the time available for commercials has been sold.

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"Month by month, 'Monitor' has gained more and more commercial acceptance, until it now has become a cornerstone of the NBC Radio Network. It is our intention to build upon this strength, and that is one of the two principal reasons that we will extend 'Monitor' to Friday nights.

"The other reason is that 'Monitor' is designed for weekend listening at home or on the road. Since the American weekend starts on Friday night, it is only natural that 'Monitor' should also."

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NBC-New York, 12/20/56

NBC'S JIM ROBINSON OBTAINS FILMED PERSONAL INTERVIEW WITH RED CHINA'S PREMIER CHOU EN-LAI

NBC Correspondent Jim Robinson obtained a filmed personal interview with Premier Chou En-lai of Red China Wednesday (Dec. 19) in Rangoon, Burma.

Chou granted Robinson the interview during his present goodwill tour, which takes him to Karachi tomorrow (Dec. 21). Robinson, who earlier covered the Premier's Cambodia and India visits on the present tour, immediately shipped the film, which NBC News expects to arrive in New York Saturday or Sunday (Dec. 22 or 23) for use on the air.

Although Chou has appeared on American television screens a number of times in newsreel films, until the present he has granted no sound-on-film interviews to TV newsmen.

NBC-New York, 12/20/56

NBC TRADE NEWS
A SERVICE OF RCA

FIVE NBC PROGRAMS RECEIVE LOOK TELEVISION AWARDS

FOR RELEASE MONDAY A.M., DEC. 24

Five NBC programs have received Look Television Awards, which are presented annually by Look Magazine and determined in a nationwide poll of TV critics and editors.

The award-winning NBC programs are:

CAESAR'S HOUR, starring Sid Caesar -- "For superior humor and originality in the presentation of straight comedy."

PERRY COMO SHOW -- "For the musical series which best demonstrated variety, originality and excellence."

The second colorcast of PETER PAN, starring Mary Martin on "Producers' Showcase" -- "For the best individual show, including Spectaculars, concerts, operas, tributes, ballets and musical plays."

PROJECT 20--"For the most interesting and best special program or special TV coverage appearing on a one-time or occasional basis."

NCAA FOOTBALL --"For the most informative sports analysis or effective on-the-spot coverage."

STARS OF BROADWAY MUSICALS TO JOIN IN CHRISTMAS DAY MULTI-NETWORK RADIO AND TV HOUR FOR HUNGARIAN RELIEF; FRED COE WILL PRODUCE

Fred Coe will produce a three-network (NBC, CBS and ABC) telecast and four-network (NBC, CBS, ABC and Mutual) radio broadcast of a special one-hour Christmas Day variety show, featuring top stars from current Broadway musicals, to benefit Hungarian relief projects, Tuesday, Dec. 25.

NBC-TV (including WRCA-TV) will present the program 6-7 p.m., EST. NBC Radio (except WRCA) will carry it 6-7 p.m., EST -- time for WRCA to be announced.

Hosts of the program will be Arlene Francis of NBC-TV's "Home," Garry Moore of CBS-TV's "I've Got a Secret" and John Daly, ABC Vice President and newscaster.

Rosalind Russell, star of "Auntie Mame," was the first performer to accept. Other acceptances were received from Sammy Davis Jr., of "Mr. Wonderful," Edith Adams of "Li'l Abner" and Robert Weede of "The Most Happy Fella." Other names will be announced soon. It is expected that at least one high government official will participate.

The networks will share the costs of this presentation. Bill Nichols will be associate producer and Harry Sosnick will conduct the orchestra. The program will originate at the Ziegfeld Theatre, NBC-TV studio in New York.

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Special radio facilities, such as those of the United Nations and the Voice of America, will carry the program, either live or taped for rebroadcast later.

The project will be supervised by its originator, George Wolf, Vice President and director of television and radio of the Ruthrauff and Ryan, Inc., advertising agency. The simulcast will be presented in behalf of the Hungarian Emergency Relief Organization, which is composed of the American Red Cross, CARE, Church World Service, Catholic Relief Services and the United Jewish Appeal.

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NBC-New York, 12/20/56

From: NBC Press Department
New York

EXTEMPORANEOUS SPEECH BY DAVID SARNOFF, CHAIRMAN OF THE BOARD, RCA, ON THE OCCASION OF THE NATIONAL BROADCASTING COMPANY'S THIRTIETH ANNIVERSARY, AT THE AMERICANA HOTEL, ON DECEMBER 14, 1956, COMMENCING AT 2:00 O'CLOCK P.M.

My good friends:

It is difficult to find words to express the depth of one's gratitude for so friendly and warm and generous a tribute as you have paid to Mrs. Sarnoff and to me. On her behalf, as well as my own, I express to you our deepest appreciation.

My thanks also go to the President of the NBC and his able associates for the fine meeting they have put on here. It has been wonderful. I don't recall attending any previous meeting where everything seemed so perfect. The friendly spirit and deep interest in the proceedings are heartwarming and stimulating.

I also want to thank the artists who have graced us with their presence here and who have added to our enjoyment; and the press which has been so generous and fair in reporting the events of this convention; and the management of this fine new hotel which has done a superb job in handling so complex and difficult a meeting.

(more)

And I should also like to express my thanks to the Governor of this State, Governor Collins, who so graciously attended our dinner last night; and to my friend, Niles Trammell, in whose adopted city we now find so warm a welcome. I also thank my friend, Mr. Frank Folsom, who came all the way from New York to be with us, and the other RCA friends and associates who are here as interested spectators while the younger member of the family, the NBC, holds the spotlight.

It is generally considered a tough assignment for a son to follow a father, but I assure you it is nothing compared to the assignment of a father to follow a son. Incidentally, I wish to take this opportunity to congratulate Bob for the fine address he delivered last night, so full of thought and substance, and also to associate myself with the philosophy which he expressed in that address. Although I had nothing to do with it -- I did not see it in print until the night before -- I find myself in agreement with everything that he said.

You know, we have become so intimate here -- and, of course, we have known each other, at least most of us, for some years past -- that I will be so bold as to tell a story which in less familiar company I might hesitate to do.

(more)

When a man reaches the position in life when he begins to receive plaques, awards and medals, the temptation is to reminisce; and oh, how some people hate to have you do it -- even your own family when you tell what you did when you were their age.

Three or four days ago, in New Orleans, I delivered a talk before the Chamber of Commerce, where my friend, Bob Swezey, was toastmaster. I started to reminisce, because in early days I had been a wireless operator on ships running between New York and New Orleans and I thought I would review some of my early experiences. So, I mentioned just a few dates. I spoke of the year 1916 when I had a dream about broadcasting -- a dream of a radio music box. I thought that might be of interest and I went on to mention that in 1926 the NBC was formed and in 1946 commercial TV was started. Then I spoke about 1956 when color is getting off the ground -- not as high as we would like to see it, but moving up. Finally, I spoke of 1956 as the year in which the NBC was celebrating its Thirtieth Anniversary and I, my Fiftieth Anniversary in radio. I had thought these few highlights worth mentioning but after the speech my bride said:

"Well, you forgot the two most important facts. You had the dates right but the events, the most important events, you forgot."

(more)

In 1916, the year of my Music Box Memorandum, she pointed out that, "We met for the first time. You didn't even mention that. I think that is more important than your Music Box."

And in 1956, she recalled, "We have been blessed with three grandchildren in one year. Now we have three sons, and six grandchildren. Well, you didn't mention that and that is much more important than your fiftieth anniversary."

So, in order to make up, I am mentioning them today.

I wish to avoid, if possible, presuming upon your good nature to repeat what has already been presented to you so clearly and so convincingly by those who spoke before. And I have no great news to impart.

I thought I might discuss a few items that may be on your mind, if for no other purpose than to give them confirmation and renewed emphasis. I will deal first, if I may, with the NBC organization which is as interesting and important to you as it is to us.

The NBC organization, as now constituted, represents in my mind the best and most complete organization we have had since the advent of television. It is not easy to adjust an organization to meet rapid changes in the nature of the business, substantial growth and new problems and to put the right men in the right spots. There

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are always trials and errors. But I honestly believe that the NBC organization, viewed in the light of the growing business of the last few years and the many complex problems, now represents the strongest, the best, the most informed, the most knowledgable and the most professional organization that we could possibly find.

I also want to say that there is absolutely no foundation for any rumor or gossip -- from which this industry is not always free -- of any impending changes. While I am not exactly on the firing line, I am close enough to be taken into confidence occasionally, and I know of no plans or policies that contemplate any change in the present organization of the NBC. So, I should like to lay those rumors, if there be any remaining, to sleep.

I should also like to say a word or two about Bob, with pardonable parental pride which I naturally feel at his fine job. I would like to tell you what he himself, I am sure, would not tell you. That is the fact that it is not always easy for the son of a father who is the head of the organization to overcome all the road blocks and all the difficulties that attach to such situations.

I am not weeping for him because I think that perhaps there is an advantage or two, also, which might counterbalance these difficulties in a measure. Nevertheless, you know the legend of success.

(more)

It is almost impossible for a successful man in the United States to tell a story without first touching on his difficult start as a newsboy, a messenger boy, a delivery boy or a telegraph operator. Apparently, it is hard to be a success unless you started that way. Well, by the time Bob made his appearance I had already done some things and so he was denied the opportunity of being a newsboy or a messenger boy. I hope that won't be held against him, a Harvard man, if you please, whereas I belong to the school that Al Smith used to initial after his name when he spoke at a university. Others put their degrees alongside their names, such as LL.D. or D.SC., but he always put Al Smith, F.F.M. When they asked what that represented, he said, "Fulton Fish Market."

There is also an element which I am sure you will recognize as a human element. Sometimes fathers are criticized -- particularly if they head public corporations as distinguished from private organizations -- for having members of their own family in the same business in positions of responsibility. I have thought a good deal about this and I have developed my own philosophy. Right or wrong, I should like to suggest it to you because some of you might some day have similar experiences.

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I was sitting the other day next to a great man who is the head of a great organization, one of the largest in the United States. I knew he had a son, a fine boy, and I asked what the boy was doing. He said his son had a lot of ability, but he was working for a competing organization as an engineer. He was doing fairly well, but not anything to write home about.

I said, "Why don't you have him in your own business, the business that you have spent your life in and one that is at the top of the engineering profession?"

"Well," he said, "I have always made it a policy not to have anyone related to me in my business."

I said, "Well now, you are touching upon a subject in which I am vitally interested and I would like to know your philosophy."

He had no philosophy, so I said I would like to give him mine. Mine is that when a man stands in the way of his own son's progress, he is not thinking of the son, he is thinking of himself. He is apprehensive about criticism which might be levied against him. Now, if what you do or fail to do is done on behalf of your son, I applaud it. If, however, what you do or fail to do is done to save yourself from possible criticism by some uninformed person who refuses to recognize that your son's ability had better be used for your company's benefit than that of a competitor, then I don't think you merit any applause.

(more)

And he said, "You know, you have given me an idea. I hadn't thought about that."

I suggest that fathers have no more right to stand in the way of their sons' progress than the sons have the right to stand in the way of progress of their fathers.

I am proud of the job that Bob and his associates in the NBC are doing and I wish them continued success.

There is one other personal reference I would like to make. There has been some talk that Bob is just being warmed up, that his office with the NBC is more or less temporary and he is going "upstairs." I don't know why upstairs, because I must tell you on the 53rd floor where Frank Folsom and I officiate there is much less fun than on the sixth floor below. The best jobs are in the NBC, not in the RCA. They have a lot of problems but they also have a lot of fun.

I happen to know that Bob recently had some flattering offers from the outside. I wouldn't stand in his way if he decided to accept one, much as I should regret seeing him go elsewhere, so I have avoided any possible influence upon him. He and I spoke about the great opportunities before him outside as well as inside, and he said to me -- and I am now repeating what he said:

(more)

"I like my job with the NBC. I don't want to go upstairs or outside. I am dedicated to the proposition that the NBC must be number one in all aspects of broadcasting, not only in quality but in popularity. I have an organization now that is entirely satisfactory and I shall be here unless I am fired" -- of course that could happen, even to Bob -- "I am here without any time limit or without any particular goals other than the ones I have fixed for myself -- namely, to go forward with this group and to make you and everyone else proud of what we are doing."

So that is another rumor that I should like to put to rest. I have one more and I shall be finished with personal references.

You have doubtless observed the announcement about Bob Kintner, former president of the ABC, who has joined the NBC as an executive Vice President and who will be on Bob's staff. He will give his first attention to color but is not limited to that particular activity.

There was much speculation when he came to us and I want to tell you the story behind the scene. It is a very interesting human story.

I think everyone knows Bob Kintner and knows what a splendid job he has done with the ABC and also what an experienced and dynamic man he is.

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Considering the difficulties it faced, the ABC has done a fine job in a short period of time. While I think of Mr. Goldenson, the head of that company, as a very able man, and I think he will make further progress, it seems not unreasonable to suggest that the success of the ABC up to Mr. Kintner's retirement from office was largely due to his efforts.

So, here was a fine piece of manpower; and certainly men who have had experience in all phases of the broadcasting business, including experience in journalism and public relations, are not too numerous. I know he was offered a number of positions by others. They sought him even before he had a chance to seek another job.

Bob Sarnoff and I spoke of that fact and of the desirability of adding his strength to NBC. It so happened that when Mr. Kintner resigned from the ABC, the organization of the NBC had already been completed. So the question was whether, in the light of this circumstance, it would be better to invite Mr. Kintner to join the NBC and perhaps raise questions in the minds of people who had already been told what their new jobs were to be, or to see him go elsewhere.

I said to Bob: "The decision is yours; whatever you want to do about it is OK with me."

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He called together his Executive Council and said, "Now, here is the situation. NBC has an opportunity to obtain this fine piece of manpower. What do you think about it and before you express your opinion" -- this is Bob speaking to his executive staff -- "I want to say to you that there is no compulsion about this. No one has suggested to me that we have to hire Mr. Kintner. As a matter of fact, there is no immediate position vacant and there is no promise that will be made to him as to his future. He will have to take his chances alongside everyone else here. So, I leave it to you as to whether you would prefer to have Mr. Kintner join NBC or whether you would prefer to have him join another network or some other branch of the business."

So he left that to the decision of his Executive Council. This Council, by unanimous vote, said: "Let's get Bob Kintner in our organization. He can be of great value. We would like to have him with us."

This decision was made at the executive staff level rather than by imposition or even suggestion from the top. Mr. Kintner replaces no one in the NBC organization, and he will move under his own steam as will everyone else. It is a source of gratification to all of us that of the several opportunities open to Mr. Kintner, he selected the NBC.

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Now, moving from the personal to the general, I see the industry, the broadcasting industry, faced at this moment with two major problems and, of course, some major opportunities. I will touch briefly on these two problems and one great opportunity.

The first problem, as I see it, is the extraordinary compliment being paid us by so many branches of the Government. The interest they exhibit in our welfare and our future goes beyond anything I have known for years. Apparently, this industry has arrived at a point of maturity where it now attracts the attention of many people. Frankly, I cannot say that the interest of some elements is entirely beneficent or wholly free from self-interest or apprehension.

For example, the political conventions, particularly the last ones, have given pause to those who see in TV, especially in network TV, not only a great agency of communication but also an agency possessed with an extraordinary power to reach the minds of men, women and children everywhere. You know how jealous and how apprehensive all of us become before something that seems to be powerful. There is doubt as to what to do about it.

I don't think anybody wants to destroy this agency of network television. But there are some who perhaps feel that, while they cannot live without it, they are not sure they can live with it. That is troubling them.

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When you add up all the investigations now going on by Congressional Committees, the FCC, the Department of Justice -- and the daily visits of representatives of these agencies to Madison Avenue, Radio City and elsewhere -- then you begin to see why our minds are often detoured from more immediate problems such as programs and ratings.

I think we shall probably face more of this interest in the future. In this connection let me say, as politely as I can, that the last action of the Department of Justice concerning the Philadelphia station exchange must not be interpreted as the great concern of the United States Government in a single station in a single city. This is particularly true since the inhabitants of that city have not complained. They, in fact, have been receiving more service since the exchange than before, especially in the field of color.

Well, what is it all about? Is the whole force and power of the United States Government being brought to bear because "A" sells a station to "B," or "B" sells a station to "A"? This has been going on here for years with all the privacy of a goldfish in a bowl. In this particular instance, the facts were placed on the record before the FCC and the vote authorizing the exchange was five to one, with the only dissenting vote for reasons other than those being given today.

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Is it conceivable that the United States Government through its powerful Department of Justice would be worried about an alleged statement that the RCA or NBC pushed around a competitor who is much bigger than the RCA and NBC combined? That reminds me of a story about Noah's Ark. Noah took two of each breed of animal. When the flood was over, the animals had to climb a narrow ladder to be released. First on the ladder was a little flea and right behind the little flea was a big elephant. Both, of course, were in a hurry to reach the top and suddenly the flea turned around and said to the elephant, "Who the hell do you think you're pushing?"

We are not exactly a flea but neither is Westinghouse. The idea that we have been pushing little Westinghouse around, when it is about three or four times our size, doesn't exactly explain this interest of the Department of Justice.

There is nothing personal about this. We are friendly with our Westinghouse associates and I hope they are with us. We do not assume that this latest action is primarily related to Philadelphia. We think, at least I think, that it is only a symptom of the present desire to investigate all things relating to network operation -- not only the NBC, but the CBS, the ABC and others. It is a desire to see

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what can be done in the way of new legislation, or new regulations, that will allay the apprehensions of those who may be fearful, or give solace to those have-nots who would reap where they have not sown. These are the Johnny-come-latelys who stayed out of the TV for years and let others do the pioneering. Now, they see gold in the rainbow.

Perhaps, these interests include the motion picture industry, which for years was indifferent to television. Suddenly, it finds in its vaults and tombs nuggets of celluloid gold which could be translated into great profit if only the time periods occupied by networks and stations were free for their merchandise.

These are among the forces impinging on the future of the networks and their affiliated stations. I do not separate networks and stations because I think the success of one depends upon the other. The problem we face is a mutual one and Philadelphia, as I mentioned, is only symptomatic of it. But I do wish to say that in the Philadelphia action, as it relates to us directly, we do not propose, as has been intimated in some quarters, to take it lying down. We will not compromise the situation; we will insist upon our rights when our day in court comes.

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The second problem I see facing the networks -- and again when I speak of networks I include stations as well -- is the problem of films versus live programs.

I do not regard myself as an expert in this area, able to predict the ultimate relationship of the two. It always has seemed to me there is room for both. I think there are times when films can be used profitably and successfully and there are times when live programs are better.

I offer no objection to the use of films. But if the motion picture industry, or its agents, succeed in making movie films dominant on TV networks and stations, then American television broadcasting will become a national movie screen, just as some radio stations have become a phonograph. I think that would be a regrettable thing, not only for those of us in the business but especially for the American public. I do not believe, under such circumstances, it would be possible for networks to engage in the type public service and quality programs they now offer the public free.

One of these public service network programs was announced only yesterday in the field of education. It makes me proud that it was the NBC that offered it. I am particularly proud because Bob and his associates, in doing so, are following that

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character of development which to me has always symbolized the true meaning of radio and television. I recognize the importance of ratings and I recognize the importance of popular programs. Yet, I personally have had my greatest satisfaction through putting the Metropolitan Opera on the air, through giving school children Walter Damrosch and his music appreciation hour for years, through persuading the president of Yale University, Dr. Angell, to join the NBC for ten years as the head of its Educational Department; through organizing the NBC Symphony Orchestra and inducing Maestro Toscanini to lead it for 17 years. Such programs as the NBC-TV Opera in English, a great undertaking which has met with tremendous success; such programs as "Wide Wide World" and "Peter Pan"; these are the type of live programs which I admire and which movie films cannot supply. And these are the type of programs which networks cannot undertake unless assured of a continuance of present operating practices, including a reasonable amount of option time.

From a short-range point of view it may be possible to make more money with movie films than with live programs, although I doubt it. In any event, it's only a short-term solution. There is a limit to the movie supply in the vaults and it may take only two or three years to exhaust it. Beyond that, I doubt that films made

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twenty years ago are of very great stimulation to the rising generation. Some pictures are of lasting interest and we will always have room for them. But let us not make the TV network and TV station a national movie screen. If we do, all of us will have failed to carry out the great mission and the great challenge which lies before us.

Finally, I want to speak of the opportunity I mentioned. It is color. I yield to no one in my enthusiasm for color and my faith in its future. You have read many unfavorable things about color but we have lived through that type of thing before. Remember when black-and-white television arrived? There were those who called us Televisionaries. There were those who said they would never produce black-and-white sets because television broadcasting could never be self-sustaining, and that revenue from advertisers would be insufficient to maintain it. But when the wagon was pushed uphill, and began to roll, plenty of them jumped on the wagon. There will be plenty that will jump on the color wagon when the going gets easier.

The RCA and the NBC are committed to a progressive program of color in all its phases, research, development, manufacturing, sales, broadcasting, programming. We think color is getting off the ground now. There are more and more encouraging signs each day. While the total number of color sets sold this year has not been as great as we expected, it has, nevertheless, been sufficient to

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confirm our judgment of public interest in color. It is my belief that 1957, the year ahead of us, will see color really get off the ground and that other manufacturers will enter the field of producing and selling color sets. You have already heard of NBC's plans from Bob and you know we contemplate an extensive color program expansion. I believe color offers the new interest, the new dimension which this medium requires and it is an exciting dimension.

I am not concerned with the relative merits of black and white versus color. That argument is academic, fortunately, because when you send out a color program, you send it out both in black and white and color. When you receive a program with a compatible color set you can receive it either in color or black and white. No one need be denied the privilege of choosing color or black and white.

But it seems to me that within the next few years, perhaps five years from now, or little more than that, people will no more think of buying the major TV set in the house without color than they would think today of going to a silent movie.

I believe most sets will be in color because you simply cannot show a rose in its natural color and do it in black and white. You cannot show a true tree, which God made in color, on a black-and-white screen. Without color, I don't know what the ladies' dress industry would do. Look at the ladies here: all of them in pretty color.

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Color is the breath of excitement for a program structure that needs new excitement.

You gentlemen who are associated with the National Broadcasting Company have the same opportunity with respect to color now that you had with respect to black-and-white TV in 1946. The predictions I made to you in Atlantic City, in 1947, about black-and-white television, I wish to repeat today about color. I think if we meet ten years from now, you will find that those affiliates who jumped into color with both feet at the earliest opportunity, who gained experience from local color programming as well as from rebroadcasts of network color; these will be the ones with a real investment in the future and with a real security of position. I urge you to maintain your faith and to increase your activities in color.

At the same time, I know you are interested in the immediate tomorrow as well as the years ahead -- and that leads me to my final point concerning the NBC program structure.

I realize, of course, that in addition to specialized quality programs, there must also be popular programs of broad appeal. I have no doubt that NBC is in number one position in quality programs. I also have no hesitation in admitting that it is not number one with

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popular programs. We do have many first-class popular programs, but there are those who are disappointed that we don't have more.

Well, the new NBC program organization now contains, I believe, the best minds and the most experienced people in this field. While we will never sacrifice our dedication to quality programs, no matter what else happens, I also know this: Bob and his associates are dedicated to putting NBC on the top of the list in popular programs, as well as in quality programs.

Whatever human ingenuity can do, whatever determined effort can do, whatever dedication can provide, you will have from NBC.

Finally, let me say once more how deeply grateful we all are to the affiliates for their presence here, for their fine spirit, their cooperation and good-will. And, for myself and my family and all my associates in the NBC and RCA, I say: thank you, thank you from the heart. (rising applause)

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TRADE NEWS

A SERVICE OF RCA

December 21, 1956

'TRUTH OR CONSEQUENCES' RETURNS TO NBC-TV DEC. 31
IN MONDAY-THROUGH-FRIDAY MORNING TIME-SPOT

TRUTH OR CONSEQUENCES, one of the most popular audience participation shows since its debut 16 years ago, returns to NBC-TV as a Monday-through-Friday presentation beginning Monday, Dec. 31 (11:30 a.m., EST). It will originate live in Hollywood.

Originally a radio stunt show, created and emceed by Ralph Edwards (who now serves as its executive producer), "Truth or Consequences" had its radio debut on NBC Aug. 17, 1940. For 14 years Edwards served as master of ceremonies for the program. When it became an NBC-TV show, in addition to a radio series, on May 18, 1954, the stuntmaster spot was taken over for TV by Jack Bailey, a position which he held until September, 1956 when the program left the air temporarily. The new emcee has not yet been selected.

"Truth or Consequences" is based on an old parlor game in which the player must answer questions posed by the quizmaster or pay a forfeit. In the TV version the questions are so difficult that it is doubtful that any contestant would give a correct answer -- all to the good in terms of fun. A typical forfeit is the one given a man who won an "all-wool suit." The suit was somewhat unfinished,

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in fact it was still in the form of wool on two sheep. The man was given the task of shearing the sheep, making cloth from the wool and returning within two weeks with a completed suit for which he would be given a large cash prize.

Other surprises on the show include reunions with friends and relatives, furloughs for men in service and other welcomed "consequences."

The first and only program to win the Eisenhower Award for selling more than half a billion dollars in "E" bonds during World War II, "Truth or Consequences" was also responsible for raising over 10 million dollars for various charities. Some of the famous fund-raising contests included "Mrs. Hush," "The Walking Man," "The Sleeping Beauty" and "The Snoring Man." The program, in addition to its many awards and citations is distinguished for being the only television show in existence which has a town named in its honor. Hot Springs, New Mexico, changed its name to Truth or Consequences, New Mexico, on April 1, 1950.

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NBC-New York, 12/21/56

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

NBC COLOR TELECAST SCHEDULE

Dec. 30 - Jan. 5

Sunday, Dec. 30

9-10 p.m., EST -- THE GOODYEAR TV PLAYHOUSE -- "A Murder Is Announced," by Agatha Christie and adapted for television by William Templeton. Co-starring Jessica Tandy and Roger Moore, with special guest star Gracie Fields.

Monday, Dec. 31

3-4 p.m., EST -- NBC MATINEE THEATER.

9:30-10:30 p.m., EST -- ROBERT MONTGOMERY PRESENTS -- "Music for New Year's Eve," featuring the Hugo Winterhalter Orchestra and Chorus with Dorothy Olsen, The Nightcaps, Eddie Heywood, Eddie Dano, Henry "Hot Lips" Levine, Teddy King and Ann Gilbert.

Tuesday, Jan. 1

11:30 a.m.-1:45 p.m., EST -- TOURNAMENT OF ROSES PARADE -- Anne Jeffreys and Robert Sterling join announcer Jimmy Wallington to narrate the Parade.

8:30-9 p.m., EST -- NOAH'S ARK -- "Out to Pasture."

10:30-11 p.m., EST -- BREAK THE $250,000 BANK.

Wednesday, Jan. 2

3-4 p.m., EST -- NBC MATINEE THEATER.

(more)

Wednesday, Jan. 2 (Cont'd)

9-10 p.m., EST -- KRAFT TELEVISION THEATRE -- "Hang up My Guns," by Wendell Mayes, featuring Harry Townes, Bruce Gordon and Bob Shawley.

Thursday, Jan. 3

3-4 p.m., EST -- NBC MATINEE THEATER.

10-11 p.m., EST -- LUX VIDEO THEATRE -- "It Happened on Fifth Avenue," starring Ernest Truex.

Friday, Jan. 4

3-4 p.m., EST -- NBC MATINEE THEATER.

Saturday, Jan. 5

8-9 p.m., EST -- PERRY COMO SHOW -- Perry's guests tonight are Walter Pidgeon, Johnny Puleo and his Gang, and the Tokayers.

* * *

THE FOLLOWING SHOWS WILL APPEAR ON WRCA-TV ONLY:

Monday	Dec. 31	11:25 - 11:30 a.m.	-- WRCA-TV WINDOW.
		1:00 - 2:00 p.m.	-- TEX AND JINX.
through	through	11:10 - 11:15 p.m.	-- TEX ANTOINE.
		11:15 - 11:25 p.m.	-- HY GARDNER.
Friday	Jan. 4	11:25 - 11:30 p.m.	-- PUNCH LINE.
Saturday	Jan. 5	11:00 - 11:15 p.m.	-- SAVARIN NEWS.

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NBC-New York, 12/21/56

PROMINENT SHOWBUSINESS PERSONALITIES ADDED TO ROSTER OF MULTI-NETWORK HUNGARIAN RELIEF SHOW CHRISTMAS DAY

Still more stars and showbusiness personalities will participate in the Christmas Day variety show for Hungarian relief (NBC, CBS and ABC television networks and NBC, CBS, ABC and Mutual radio networks) Tuesday, Dec. 25. NBC will carry the show on TV from 6-7 p.m., EST and on radio from 8:35-9:35 p.m., EST.

The added names are those of Mary Martin; Charles Laughton of "Major Barbara"; Betty Comden and Adolph Green, who wrote the book, and Julie Styne, who wrote the music, of "Bells Are Ringing"; the Will Mastin Trio with Sammy Davis Jr., of "Mr. Wonderful"; Peter Palmer of "Li'l Abner" and Jo Sullivan of "The Most Happy Fella."

Previously announced were Rosalind Russell, Edith Adams and Robert Weede, and hosts Arlene Francis, Garry Moore and John Daly.

Fred Coe will produce, with Bill Nichols as associate producer. Arthur Penn will direct with Virginia Dunning as associate producer. Harry Sosnik will do the arrangements and conduct the orchestra. David Karp is writing the continuity. Dick Dudley will be the announcer. Sets are by Willis Conner.

The project will be supervised by George Wolf, Vice President and Director of Television and Radio of the Ruthrauff and Ryan advertising agency. It is to benefit the Hungarian Emergency Relief Organization.

Origination will be from the NBC-TV Ziegfeld Theatre studio in New York.

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NBC-New York, 12/21/56

TRADE NEWS

A SERVICE OF RCA

December 24, 1956

'BLONDIE,' NBC-TV FRIDAY NIGHT SERIES BASED ON COMIC STRIP, TO STAR ARTHUR LAKE AND PAMELA BRITTON AS DAGWOOD AND BLONDIE BUMSTEAD

BLONDIE, the long-time favorite comic strip concerning the merry but confused domestic adventures of Blondie and Dagwood Bumstead, will become an NBC-TV weekly feature starting Friday, Jan. 4 (8-8:30 p.m., EST).

The new series will star Arthur Lake and Pamela Britton as Dagwood and Blondie Bumstead, and will feature Hal Peary as Herb Woodley, Florenz Ames as Mr. Dithers, Ann Barnes as Cookie and Stuffy Singer as Alexander.

"Blondie" will be sponsored by Bobbi Pin-Curl Permanent and Pamper Shampoo through the Tatham-Laird agency. The series, which is being filmed at the Hal Roach Studios in Culver City, Calif., is produced by William Harmon and directed by Hal Yates. Hal Roach Jr., is executive producer of the entire series. Production credits also

(more)

The NBC Daily News Report will not be published Tuesday, Dec. 25. Publication will be resumed Wednesday, Dec. 26.

include John L. Greene, writer; Sidney Van Keuren, production supervisor; Lothrop Worth, director of photography; William M. Sterling, production coordinator, and Ruth Burch, casting.

"Blondie" is a King Features Syndicate feature created by cartoonist Chic Young.

In the opening episode Jan. 4, Dagwood's mild manner in the office of the Dithers Construction Company is drastically changed when he receives a telegram with the news of an inheritance. The telegram, a ruse by Blondie to give Dagwood confidence, transforms him into a cigar-smoking tycoon. When an impending loan from the bank hangs in the balance, Dagwood's bravado with the banker nets a loan at a lower rate of interest. Dagwood's new-found boldness is short-lived when Blondie reveals the trick.

Included in the cast of the initial film are Lucien Littlefield, George Winslow, Lois Collier, Harry Antrim, and Daisy and her five puppies.

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NBC-New York, 12/24/56

NBC OWNED STATIONS DIVISION

News

December 24, 1956

NBC OWNED STATIONS DIVISION NAMES GEORGE A. HEINEMANN
DIRECTOR OF PROGRAM PLANNING AND DEVELOPMENT

FOR RELEASE WEDNESDAY, DEC. 26

The appointment of George A. Heinemann as Director of Program Planning and Development for the NBC Owned Stations was announced today by Thomas B. McFadden, Vice President of NBC Owned Stations and NBC Spot Sales. For the present, Heinemann will continue to serve also as Program Manager of WRCA-TV. He was named to that position on September 1, 1956.

His career in broadcasting began in 1936, when he joined NBC, Chicago, as a part-time page boy. After graduating from Northwestern University in 1940, he joined CBS as a special events editor. Following World War II service, Heinemann became Operations Manager for NBC, Chicago, in 1948. He was named Program Manager of WNBQ, the NBC Owned Television Station in Chicago, in 1951, and was promoted to Director of Programming for WMAQ and WNBQ in 1953.

Heinemann has won a Sylvania Award for creative programming, nine Ohio State Awards, and three TV-Guide Awards for excellence in programming.

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licity department • NBC Owned Stations Division • *30 Rockefeller Plaza, N.Y. 20, N.Y.* • CI 7-8300

NBC TELEVISION NEWS
A SERVICE OF RCA

December 24, 1956

NBC-TV GREETS NEW YEAR WITH MUSIC, PARADE,
DRAMA, VARIETY, COMEDY AND FOOTBALL
PROGRAMS--SOME IN COLOR

NBC-TV's year-end activities and salutes to the New Year will be highlighted by telecasts of traditional football classics, the annual Tournament of Roses Parade, New York's noisy greeting to 1957 and regularly scheduled programs which will feature holiday themes.

The celebration will start on NBC-TV Saturday, Dec. 29, (1:45 p.m., EST) with the telecast of the 19th annual Blue-Gray all-star football game at Cramton Bowl, Montgomery, Ala.

Following is the schedule of NBC-TV's other New Year's programming (All Times EST):

4:45 P.M. 32nd Annual East-West Shrine Football Game at Kezar Stadium, San Francisco, Calif.

8:00 P.M. "The Perry Como Show" (in color and black and white) wil have a New Year's theme when Perry greets guest stars Teresa Brewer, Red Buttons and Louis Armstrong.

(more)

SATURDAY, DEC. 29 (CONT'D)

10:30 P.M. "Your Hit Parade" will present a gala New Year's Eve party with Dorothy Collins, Gisele MacKenzie, Russell Arms, Raymond Scott and the orchestra, and the Hit Paraders and Dancers joining in musical interpretations of the Top Seven Survey Songs "in 1957 style."

SUNDAY, DEC. 30

1:45 P.M. National Football League championship game between the New York Giants and the Chicago Bears at New York's Yankee Stadium. (Network except WRCA-TV.)

5:00 P.M. "Topper" presents "Topper's Happy New Year," during which the Kerbys' efforts to replenish their supply of ectoplasm results in Topper spending New Year's Eve in jail.

MONDAY, DEC. 31

8:30 P.M. "Stanley" (portrayed by Buddy Hackett) gets separated from Celia (Carol Burnett) while on their way to a New Year's Eve party.

9:30 P.M. "Robert Montgomery Presents the Schick Television Theatre" in a special colorcast program of "Music for Your New Year's Eve" -- a jazz concert starring Hugo Winterhalter, his orchestra and chorus. Featured will be Dorothy Olsen, the Night Caps, Eddie Heywood, Eddie Dano, Henry "Hot Lips" Levine, Teddi King and Ann Gilbert.

(more)

MONDAY, DEC. 31 (CONT'D)

11:30 P.M. "Tonight" with emcee Ernie Kovacs presenting a "traditional" New Year's Eve pink elephant. ("Tonight" will include a color film segment in its New Year's Eve telecast.)

11:55 P.M. "New Year's Eve on Times Square" with Gotham's great throngs milling and pushing their way through Times Square as they greet 1957.

12:10 P.M. "Tonight" with Ernie Kovacs continues.

TUESDAY, JAN. 1, 1957

11:30 A.M. "Tournament of Roses Parade" (in color and black and white) from Pasadena, Calif., with Anne Jeffreys and Robert Sterling joining veteran announcer Jimmy Wallington to narrate the colorful event.

1:45 P.M. 21st annual Cotton Bowl football game from Dallas, Tex., with Texas Christian and Syracuse as the opposing teams.

4:45 P.M. 43rd annual Rose Bowl football classic from Pasadena, Calif., with Iowa meeting Oregon State.

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NBC-New York, 12/24/56

NBC RADIO NETWORK NEWS

December 24, 1956

NBC RADIO'S 30TH NEW YEAR'S COVERAGE INCLUDES
WIDE VARIETY OF SPECIAL PROGRAM EVENTS

NBC Radio will present its 30th coverage of a New Year's welcome with special weekend programs, starting Saturday, Dec. 29. The features will include traditional football games, special segments in the "Monitor" schedule, a review of the year's news stories, a description of New York's boisterous greeting to 1957, and almost five hours of "party" music picked up from across the nation and from foreign lands.

Following is NBC Radio's holiday programming schedule (All Times EST):

SATURDAY, DEC. 29

12 Noon "National Farm and Home Hour" with a special report on "Farm Outlook for 1957."

1:45 PM 19th annual Blue-Gray all-star game at Cramton Bowl, Montgomery, Ala.

(more)

The NBC Daily News Report will not be published Tuesday, Dec. 25. Publication will be resumed Wednesday, Dec. 26.

4:45 PM 32nd Annual East-West Shrine Game at Kezar Stadium, San Francisco, Calif.

SUNDAY, DEC. 30

2:00 PM National Football League championship game at New York's Yankee Stadium between the New York Giants and the Chicago Bears.

(Please see separate "Monitor" schedule released Dec. 21 for its special New Year's weekend features).

MONDAY, DEC. 31

10:30 PM "Rose Bowl Kick-off Luncheon" which precedes the Rose Bowl football Game of Jan. 1. Participants at the luncheon will include Al Strand, president of Iowa State, and coach Forrest Evashevski; Oregon State's president, Virgil Hance, and the school's coach, Tommy Prothro; Eddie Rickenbacker, Grand Marshal of the Tournament of Roses Parade, and others.

11:15 PM to 4:00 AM Band music and live New Year's Eve celebration from New York's Times Square (11:55 p.m.-12:05 a.m.). The New Years's welcome will be followed across the nation and in foreign lands with many different bands featured.

(more)

TUESDAY, JAN. 1, 1957

12 Noon "Tournament of Roses Parade." The Rose Bowl pre-game festivities from Pasadena, Calif., will be described by Don Rickles, Frank Barton and John Storm. (Network except WRCA)

1:45 PM 21st annual Cotton Bowl Football Game from Dallas, Texas, with Texas Christian pitted against Syracuse.

4:45 PM 43rd annual Rose Bowl Football game from Pasadena, Calif., with Iowa opposing Oregon State.

8:35 PM "Voices and Events of 1956," NBC Radio's annual year-end review of the big news stories of the past 12 months, will use tape recordings, discussions and news reports to re-create the important events. Chet Huntley will be narrator-host.

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NBC-New York, 12/24/56

NBC TRADE NEWS

NBC'S "TODAY" SHOW TO ORIGINATE AT FLORIDA AIR FORCE BASE JAN. 3 IN SPECIAL ASSIST TO MARCH OF DIMES KICKOFF

NBC-TV's TODAY program will participate in the March of Dimes kickoff campaign for the second successive year.

The entire show, with Dave Garroway, Jack Lescoulie, Frank Blair, Helen O'Connell and Chimp J. Fred Muggs, will originate from Mac Dill Air Force Base, Tampa, Fla., (the point from which the 1957 campaign will be launched) on Thursday, Jan. 3.

"Today's" programming will include an aircraft refueling operation at 1,000 feet, demonstration of jet-assisted takeoffs, intercontinental bombers and jet fighters on the ground and in flight, and a live demonstration of an altitude pressure chamber.

An added feature will be a "live" remote pick-up showing the Air Force's $500,000 Simulator, which is used to train pilots on the ground under exact conditions encountered in the air.

"Today" is telecast Mondays through Fridays, from 7 to 9 a.m., EST.

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NBC-New York, 12/24/56

WNBC's "TODAY" SHOW TO ORIGINATE AT EUCLID AIR TOWER SUN. JAN. 1 IN HEDDIE ADDIET TO MARK OF NEWS ACTIVITY

NBC-TV's TODAY program will originate in the Marsh of Dixon Airport commencing for the second successive year.

The studio team, with Dave Garroway, Jack Lescoulie, Frank Blair, Helen O'Connell and Chris J. Fred Hugge, will conduct show for 11 Air Force base, Tampa, Fla., (the point from which the 1957 campaign will be launched) on Thursday, Jan. 1.

"Today's" programming will include an aircraft refueling operation at 1,000 feet, demonstration of jet-powered helicopts, intercontinental bombers and jet fighters on the ground and in flight, and a live demonstration of an altitude pressure chamber.

An added feature will be a "live" remote pick-up showing the Air Force's SAC, the Strategic Air Command, which is used to train pilots on the ground under actual combat-Airforce encountered in the air.

"Today" is received Monday through Friday from 7 to 9 a.m., EST.

NBC TELEVISION NEWS
A SERVICE OF RCA

December 26, 1956

AUSTRIA'S MINISTER OF FOREIGN AFFAIRS LAUDS NBC "INITIATIVE" IN PRESENTING "CALL TO FREEDOM" -- "PROJECT 20" FILM TO BE TELECAST ON "PRODUCERS' SHOWCASE" OF JAN. 7

From Austria's Minister of Foreign Affairs, Leopold Figl, have come words of highest praise for the "altogether grandiose presentation" of the Austrian scene that emerges in NBC Television's "Call to Freedom" and a prediction that "its high artistic merits and its technical perfection will combine to assure it an enthusiastic reception."

The program, which is to be telecast on PRODUCERS' SHOWCASE Monday, Jan. 7 (8 to 9:30 p.m., EST) tells the story of Austria, centering on the return of her independence and the reopening of the Vienna State Opera in November, 1955.

In a Vienna-datelined letter to Robert W. Sarnoff, President of NBC, Mr. Figl has lauded the network's "initiative" in producing the 90-minute film and declared himself "deeply impressed" following a requested preview screening.

"The Austrian people's yearning for liberty, in particular, has been given powerful emphasis by blending the chords of Beethoven's 'Fidelio' into the story of a people

(more)

struggling to be free," Mr. Figl wrote. "...The producer somehow seems to have succeeded in finding an adequate symbol of every chapter of Austria's long history -- in itself an amazing feat, that was matched, however, by the film's true-to-life quality in its projection of everything Austria stands for today.

"'Call to Freedom' will render an important contribution towards a better understanding of Austria in the United States, and thus serve to further reinforce the good relations which, happily, already exist between our countries."

Mr. Figl and other leading officials of the Austrian Foreign Office and the Austrian delegation to the United Nations were the guests of NBC at a preview showing of "Call to Freedom" Nov. 13, the day Mr. Figl made his first speech at the United Nations. Mr. Sarnoff welcomed the visitors at a reception at NBC headquarters in New York.

"Call to Freedom" was produced by Henry Salomon as a "Project 20" event. Mr. Salomon heads "Project 20," the network's special film unit devoted to Twentieth Century history.

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NBC-New York, 12/26/56

NBC-TV NEWS

NBC TELECASTS FIRST SOUND-ON-FILM INTERVIEW GRANTED BY CHINA'S CHOU EN-LAI TO TV NEWSMEN

Chou En-lai, premier of Red China, told NBC News correspondent Jim Robinson that he had not seen any concrete evidence of relaxation of tension between U.S. and China. Chou made this comment in a filmed interview which was telecast on NBC-TV's TODAY and NBC NEWS programs Monday, Dec. 24.

The statement was part of the first sound-on-film interview granted to TV newsmen by the Red premier. Robinson filmed the interview with Chou in Rangoon, Burma, during the Chinese leader's goodwill tour.

Following are question-and-answer excerpts from the interview:

Q: Mr. Prime Minister, there has been considerable speculation these past few weeks of a relaxation of tension between U.S. and China. Do you find any concrete evidence of this?

A: There of course is always a possibility of relaxation of tension between China and U.S., but up until now we have not seen any concrete evidence of such relaxation caused by the talks between the Chinese ambassadors and American ambassadors in Geneva. We are actually in a stalemate.

(more)

Q: Mr. Prime Minister, do you have any concrete proposals to put forward perhaps to bring about a relaxation of tensions between your country and America?

A: We have proposed in the Geneva talks between the ambassadors of our two countries a number of suggestions on questions of issuing a statement on the renunciation of force. We have prepared three drafts. We also suggested the settlement of the question of the embargo. We also have proposed cultural exchanges between our two countries. We also proposed that the peoples of our two countries could have contacts. The number of these proposals of ours have not received corresponding response and agreement. Therefore we fail to see any better suggestions.

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NBC-New York, 12/26/56

NBC TRADE NEWS
A SERVICE OF RCA

December 27, 1956

$1,000,000 MORE NET IN IMAGERY-TRANSFER ADVERTISING IS ANNOUNCED FOR NBC RADIO NETWORK

Another $1,000,000 net in Imagery-Transfer advertising for the NBC Radio Network -- bringing the total to $2,000,000 net in a little more than one week -- was announced today by William K. McDaniel, Vice President, NBC Radio Network Sales.

The purchases were made by five advertisers in "Monitor," "NBC Bandstand," "Five Star Matinee" and a new quarter-hour program, "Changing Times." Mr. McDaniel pointed out that the purchases were made to utilize NBC's Imagery-Transfer, the network's concept for using words and sounds to trigger images and impressions of an advertising message stored up in the memory of customers.

The Imagery-Transfer purchases include: Motorola, Inc., through Leo Burnett Co., Inc., which has bought a six-week schedule of 20 30-second announcements a weekend in "Monitor," slated to start Feb. 3; and the Liggett and Myers Tobacco Co., Inc., for its L&M Cigarettes, through Dancer-Fitzgerald-Sample, Inc., which has bought a 52-week schedule of 20 participations in "Monitor" every weekend beginning Feb. 23.

(more)

In addition, other major purchases include the Nash Motors Division of American Motors Corp., which, through Geyer Advertising, Inc., has bought 20 participations in "Monitor" every weekend for 52 weeks starting Feb. 23; the Norwich Pharmacal Co., through Benton and Bowles, Inc., which has scheduled an 11-week announcement campaign in "NBC Bandstand," "Five Star Matinee" and "Monitor" starting Jan. 5; and the Kiplinger Magazine, "Changing Times," which will sponsor a new series to be heard Saturday mornings, 8:15-8:30 a.m., EST, starting Jan. 12 for 10 weeks.

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NBC-New York, 12/27/56

NBC TRADE NEWS
A SERVICE OF RCA

December 27, 1956

"BILL GOODWIN SHOW" -- 55-MINUTE MONDAY-THROUGH-FRIDAY SERIES -- WILL SPEARHEAD NBC RADIO NETWORK'S NEW AFTERNOON PROGRAMMING

NBC Radio will star Bill Goodwin in a 55-minute Monday-through-Friday variety show which will spearhead the network's new afternoon lineup which goes into effect Jan. 14.

The 46-year-old Goodwin, who gained fame as emcee of such noted radio program as the Bob Hope, "Blondie," Burns and Allen and Edgar Bergen and Charlie McCarthy broadcasts will take over the 1:05-2 p.m., EST, slot. (It will be rebroadcast at 4:05-5 p.m., EST, for stations not carrying it at the earlier time.)

This program -- to be called THE BILL GOODWIN SHOW -- will lead off a two-hour block of dramas, two of which are still in the planning stages. (NBC Radio will continue its current Monday-through-Friday dramatic shows: FIVE STAR MATINEE, HILLTOP HOUSE, PEPPER YOUNG'S FAMILY and WOMAN IN MY HOUSE.)

Goodwin will be assisted by Natalie Nevins, who has made her mark in nightclub circles through her singing, wit and flute playing; Dave Ketchum, a comedian-mimic who recently was signed to an exclusive NBC contract, and Ernie Felice and his Hi-Fi's, four singing musicians,

(more)

The show will originate live in Hollywood.

Goodwin, who in addition to his radio and television work has appeared in several dozen movies, is married and has four children, ages 11 to 17. He lives in Palm Springs, Calif., where he owns a 17-unit motel.

After his graduation from the University of California, Goodwin tried his hand at acting with a stock company. He swapped the stage for a microphone at Station KFBK in Sacramento, Calif.

He then joined the Don Lee Broadcasting System, moving to Hollywood in 1934 with the same network. From that point, he began his climb to become one of radio's foremost hosts and announcers.

Among the movies he has appeared in are "Spellbound" and "The Jolson Story."

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NBC-New York, 12/27/56

NBC SPOT SALES

News

TELEVISION'S MOST EXTENSIVE SCHEDULE OF COLOR ANNOUNCEMENTS IS PURCHASED BY PHILIP MORRIS THROUGH NBC SPOT SALES

Purchase by Philip Morris of the most extensive schedule of color announcements in television history was announced today by Edwin Jameson, Director of Television Sales for NBC Spot Sales.

For a period of 52 weeks, the series of 20-second color announcements will be broadcast on a weekly basis over WRCA-TV, New York, and WNBQ, Chicago. They will be adjacent to regularly scheduled color programs.

The contract was placed through N. W. Ayer. Isabel Ziegler represented the agency and Byron Goodell was the salesman for NBC Spot Sales.

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NBC-New York, 12/27/56

NBC-TV NEWS

BOB BARKER, WEST COAST RADIO PERSONALITY, NAMED EMCEE FOR NBC-TV'S NEW MORNING "TRUTH OR CONSEQUENCES" SERIES

Bob Barker, West Coast radio personality, will be the new master of ceremonies on NBC-TV's TRUTH OR CONSEQUENCES when it returns Monday, Dec. 31 (11:30 a.m., EST). Barker was selected for the emcee job by Ralph Edwards, executive producer of "Truth Or Consequences" after a search of several months for a new stunt-master. Edwards, creator of the program and, for its 14-year radio history, master of ceremonies, chose Barker after having heard him on his local KGFG radio show in Los Angeles.

With the addition of "Truth Or Consequences" to NBC-TV's morning line-up the changes in morning programming are complete. The newly rearranged schedule on the Monday-through-Friday morning line-up beginning Dec. 31 will be as follows (All times EST).

7-9 a.m. -- TODAY.

10-11 a.m. -- HOME, which will move from its current 11 a.m.-12 noon time period.

11-11:30 a.m. -- THE PRICE IS RIGHT, moving from its current 10:30-11 a.m. time period.

11:30-12 noon -- TRUTH OR CONSEQUENCES.

12 noon-12:30 p.m. -- TIC TAC DOUGH.

12:30-1 p.m. -- IT COULD BE YOU.

"Truth Or Consequences" made its NBC Radio debut on Aug. 17, 1940 and its NBC-TV debut on May 18, 1954. The program left the air temporarily in September, 1956.

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NBC-New York, 12/27/56

[illegible]

[illegible] MGC-TV's NEW MORNING "TRUTH OR CONSEQUENCES" [illegible]

Bob Barker, dean [illegible] radio broadcasting, will be the [illegible] master of ceremonies on NBC TV's TRUTH OR CONSEQUENCES when it [illegible] Monday, Dec. 11 (11:30 a.m., est). Barker was selected for [illegible] emcee job by Ralph Edwards, creative producer of "Truth or [illegible]sequences" after a search of several months for a new [illegible]-master. Edwards, creator of the program and, for 14 years, [illegible], master of ceremonies, owner Barker also is having hand in [illegible] the local KGRC radio show in Los Angeles.

With the schedule of "Truth or Consequences" in NBC-TV's [illegible]ng line-up the changes in morning programming are complete. [illegible] recently rearranged schedule on the Hours-through-Adult morning line-[illegible] beginning Dec. 3, will be as follows (All times EST).

[illegible]

10-11 a.m. -- [illegible], which will move from its morning [illegible] 11 a.m.-12 noon time period.

11-11:30 a.m. -- THE WHICH WAY LADIES, moving from its [illegible] 10:30-11 a.m. time period.

11:30-12 noon -- [illegible] OF [illegible].

12 noon-1:30 p.m. -- [illegible].

12:30-1 p.m. -- [illegible].

"Truth or Consequences" made the NBC Radio debut on Aug. 1, [illegible] and the NBC-TV debut on the 4, 1954. The original host was [illegible] in September, 1954.

[illegible]

NBC-TV PROGRAM

MRS. CHARLES U. BAY, FIRST WOMAN PRESIDENT OF INVESTMENT FIRM, TO TELL OF HER WORK AND PLANS ON 'HOME'

Mrs. Charles U. Bay, president and board chairman of the investment firm of A.M. Kidder, will be a guest on NBC-TV's HOME Thursday, Jan. 3 (10 a.m., EST). Mrs. Bay, who is also a photographer, skier and collector of china, will appear on the program with her three adopted children and her spiritual adviser, Dr. Norman Vincent Peale of Marble Collegiate Church, New York.

Mrs. Bay, widow of the former U.S. Ambassador to Norway, is the first woman to be chosen president and board chairman of a major investment house in the 200 years of Wall Street history. On "Home" she will describe her duties in management, establishment of policy, maintaining "vitality" in the investment house so that new investors will be attracted, and carrying out her late husband's plans for the company. One of her plans is the establishment of training courses for women in financial education. She also will discuss the book, "Teach Your Wife to Be a Widow" by Don Rogers, which deals with advice to women on business and finance.

Dr. Peale will tell of Mrs. Bay's courage in establishing a new career for herself when she became widowed, and how she applies the theory of "positive thinking" in her private life and business affairs.

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NBC-New York, 12/27/56

SINGER EDDY ARNOLD AND MALTBY AND MAY BANDS TO SHARE SPOTLIGHT ON 'NBC BANDSTAND'

Singer Eddy Arnold, the Richard Maltby Orchestra, the Billy May Orchestra directed by Sam Donahue, and host Bert Parks will headline NBC BANDSTAND during the week of Jan. 7 (NBC Radio, Monday through Friday, 10:05-11 a.m. and 11:05 a.m.-12 noon, EST).

The May orchestra will conclude a two-week booking on "NBC Bandstand." The Maltby Orchestra, making its first appearance on the show, has been booked for one week. Arnold, also scheduled for one week, has starred on "NBC Bandstand" before.

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'COMMENT' OFFERS EXCLUSIVE FILMED INTERVIEW WITH GUY MOLLET

An exclusive filmed interview with French Prime Minister Guy Mollet by NBC Newsman Leif Eid will highlight a special edition of COMMENT Sunday Dec. 30 (NBC-TV, 4:30-5 p.m., EST).

"Comment," a periodic special offering by the NBC News Department featuring forum-type discussion of world affairs and news stories by the network's top commentators, will be presented at the close of the Sunday professional football telecast. The participants will be commentators Merrill Mueller and Pauline Frederick from New York, and Joseph C. Harsch, Richard Harkness and Robert McCormick from Washington.

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NBC-New York, 12/27/56

NBC TRADE NEWS
A SERVICE OF RCA

December 28, 1956

18 SIGN FOR PARTICIPATION SCHEDULES EXCEEDING $1,500,000 IN GROSS SALES REVENUE ON 'TODAY,' 'HOME' AND 'TONIGHT'

More than $1,500,000 in gross sales revenue has been accounted for by the signing of 18 advertisers for participation schedules on NBC-TV's TODAY, HOME and TONIGHT programs during the past week, it was announced today by Roy Porteous, Manager, NBC-TV Participating Program Sales.

This is the second major upswing in the past two months for the network's participating programs and calls for a total of more than 200 participations in the three shows. The new and renewal orders were placed by the following advertisers:

The Sloane-Delaware Products Division of Congoleum-Nairn, Inc., through the E.T. Howard Co., Inc., 26 additional participations on "Home" for its floor coverings. The participations are scheduled during next Spring and Fall and will tie-in with the "House that 'Home' Built" promotion.

Paillard Products, Inc., through Fuller & Smith & Ross, Inc., 23 additional participations on "Today" for its Hermes typewriters and Bolex cameras. The participations will run during the second and last quarter of 1957.

(more)

Yardley of London, Inc., through N.W. Ayer and Son, Inc., 20 participations on "Tonight" during 1957 to advertise its men's toiletries.

Simplicity Pattern Company, Inc., through Grey Advertising Agency, Inc., an additional participation schedule on all three programs with at least eight participations on "Home" and three on "Today."

The Donahue Sales Corp., through McCann-Erickson, Inc., two additional participations on "Today," eleven on "Home" and two on "Tonight" scheduled between Jan. 15 and March 19 for its Talon Zippers.

The Evinrude Motors Division of the Outboard Marine Mfg. Co., through the Cramer-Krasselt Co., 10 additional participations on "Today" and seven on "Tonight" scheduled between April 5 and May 31.

The Edison Electric Institute, through Fuller & Smith & Ross, Inc., 13 additional participations on "Home," to run on Wednesdays from Feb. 6 to May 1. The participations will tie-in with the "House that 'Home' Built" promotion.

Polk Miller Products Corp., through N.W. Ayer and Son, Inc., 14 participations on "Today," scheduled between July 16 and Sept. 6, for its Sergeant's Dog Care Products.

The Patterson-Sargent Co., through D'Arcy Advertising Co., Inc., 15 participations on "Today" between April and October for its paints.

W.F. Young, Inc., through the J. Walter Thompson Co., 13 additional participations on "Today" scheduled during the last quarter of the year, for its Absorbine, Jr., liniment.

(more)

The C.H. Musselman Co., through Arndt, Preston, Chapin, Lamb and Keen, Inc., nine participations on "Home" scheduled between Feb. 19 and April 11, for its canned apple sauce.

The Vitamin Corporation of America, through Batten, Barton, Durstine and Osborn, Inc., five participations on "Today" and three on "Tonight" scheduled during the first quarter of next year.

The California Packing Corp., through McCann-Erickson, Inc., seven additional participations on "Home" scheduled between Feb. 15 and March 19 for its Del Monte brand canned fruits and vegetables.

J.P. Stevens and Co., Inc., through Bryan Houston, Inc., three participations on "Home" during the coming year.

Hess, Goldsmith and Co., Inc., Division of Burlington Industries, Inc., three participations on "Home" scheduled during next Spring. This will be the first NBC-TV network sponsorship for Hess, Goldsmith.

The Bristol-Myers Co., through Young and Rubicam, Inc., three participations in the "Tonight" program's New Year's Eve telecast for its Bufferin.

Sterling Drug, Inc., through Dancer, Fitzgerald and Sample, Inc. two participations in "Today," on Dec. 28 and Dec. 31, and one participation in "Tonight" on Dec. 28, for its Phillip's Milk of Magnesia.

The National Carbon Company, through the William Esty Co., Inc., a participation in the "Tonight" program's New Year's Eve telecast for its Eveready flashlights and batteries.

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NBC-New York, 12/28/56

AMERICAN TOBACCO CO. RENEWS 'BIG STORY' SPONSORSHIP

The American Tobacco Co., for its Pall Mall Cigarettes, has renewed its sponsorship of BIG STORY on NBC-TV (three out of four Fridays, 9:30-10 p.m., EST) for the eighth consecutive year, it was announced today by William R. (Billy) Goodheart Jr., Vice President, NBC Television Network Sales. Pall Mall has sponsored the program since it started on NBC-TV in September, 1949.

The renewal calls for the American Tobacco Co. to sponsor "Big Story" on alternate weeks, effective March 1. It was placed through Sullivan, Stauffer, Colwell and Bayles, Inc.

"Big Story," a salute to America's working newspapermen, features Ben Grauer, NBC Radio and Television reporter, announcer and program personality, as editor-host. In the program's seven years on television, reporters from 236 newspapers in more than 170 different American cities who have had their "big stories" dramatized on the series have been honored and presented with a $500 award and bronze plaque by the program.

The Vick Chemical Company is sponsoring "Big Story" on alternate weeks.

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NBC-New York, 12/28/56

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

December 28, 1956

MICKEY ROONEY WILL STAR IN
'GEORGE M. COHAN STORY' ON
'SATURDAY COLOR CARNIVAL'

Mickey Rooney will star in "The George M. Cohan Story," Saturday, May 11 on the SATURDAY COLOR CARNIVAL (NBC-TV, 9 to 10:30 p.m., EST).

The colorcast musical Spectacular will be based on the career of the performer once described as "the man who owns Broadway," and will use only George M. Cohan songs for its score. It will be produced by Showcase Productions, Inc., and sponsored by Swift & Co.

The title "The George M. Cohan Story" is tentative.

NBC TRADE NEWS

VITAMIN CORP. TO SPONSOR ONE-THIRD OF 4 'STEVE ALLEN SHOWS'

The Vitamin Corporation of American, for its Rybutol vitamins and Intracel analgesic, will sponsor one-third of four NBC-TV "Steve Allen Show" programs on Sundays, 8-9 p.m., EST, it was announced today by William R. (Billy) Goodheart Jr., Vice President, NBC Television Network Sales.

The new order makes the program sold out, with the exception of one-third of one show, for the first three months of next year, and was placed through Batten, Barton, Durstine and Osborn, Inc., agency for the Vitamin Corp. of America. The dates ordered by the advertiser are: Jan. 20, Feb. 17, March 3 and March 31.

Brown and Williamson Tobacco Co., Andrew Jergens Co., and U.S. Time Corp. are the other sponsors of the "Steve Allen Show."

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NBC-New York, 12/28/56

MONITOR
THE NEW NBC RADIO SERVICE

'THE TED HUSING STORY'--'MONITOR' PROFILE OF PIONEER SPORTSCASTER--
WILL BE NARRATED BY DAVE GARROWAY; PROMINENT SPORTS NAMES ON SHOW

Ted Husing, a trail blazer in sports announcing, will be profiled in a special NBC Radio MONITOR program narrated by Dave Garroway on Sunday, Jan. 6 during the 7-10 p.m. (EST) segment.

"The Ted Husing Story" will be presented in a series of vignettes, and will feature anecdotes and reminiscences by sports notables and Husing's old friends, recordings of Husing's voice and biographical narration by Garroway.

Among those who will contribute to the show are such figures in the world of sports as Joe Louis, the ex-heavyweight boxing champion; and Sarah Palfrey, who was national tennis singles champion in 1941 and 1945, and also figured in many doubles championships.

Husing's voice will be heard in recordings of some of the dramatic sports contests that he announced during a quarter of a century as one of radio's foremost sportscasters.

Husing was sidelined by a brain tumor two years ago, but his condition is steadily improving.

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NBC-New York, 12/28/56

NBC TRADE NEWS
A SERVICE OF RCA

BROWN AND WILLIAMSON SIGNS FOR SPONSORSHIP OF REMAINING HALF OF NBC RADIO'S NEW 7 A.M.-11 P.M. (EST) 5-MINUTE NEWS-ON-THE-HOUR, MARKING $7,000,000 NET SALES IN THE PAST MONTH

FOR RELEASE MONDAY A.M., DEC. 31

NBC Radio's new five-minute national and international news programs, to be broadcast hourly on the full network every day and night of the week from 7 a.m. to 11 p.m., EST, starting Jan. 14, have been sold out with the purchase of the remaining half by the Brown and Williamson Tobacco Corp. With this order, a grand sales total of $7,000,000 in net advertising dollars has been achieved by the NBC Radio Network in less than a month.

Announcement of the sellout, representing the largest radio news purchase in the history of broadcasting, was made today by William K. McDaniel, Vice President, NBC Radio Network Sales.

The 52-week Brown and Williamson order, representing more than $2,100,000 in net advertising and calling for half-sponsorship of the news shows 17 times a day, Mondays through Fridays, was placed through Ted Bates and Co., Inc. The Bristol-Myers Co., through Young and Rubicam, will sponsor the other half of the news programs, which will mark the first 7 a.m.-11 p.m. five-minute news-on-the-hour series ever broadcast on network radio.

(more)

The programs will feature such NBC reporters as Chet Huntley, David Brinkley, Ben Grauer, Ray Scherer, Joseph C. Harsch, Frank Blair and others. All of the resources of NBC News, both in the United States and abroad, will be used for reports on news events directly from the scene.

Other sales in the $7,000,000 net revenue recorded since Dec. 1 include orders from Coldene, Lambert Pharmacal Division, Ex-Lax, Olin-Mathieson Chemical Corp., the Radio Corporation of America, Motorola, Inc., Liggett and Myers Tobacco Co., Inc., the automotive division of American Motors Corp., the Norwich Pharmacal Co., and the Kiplinger Magazine.

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NBC-New York, 12/28/56

TRADE NEWS

A SERVICE OF RCA

December 31, 1956

75 NEWS EDITORS OF NBC RADIO AFFILIATES TO CONVENE IN NEW YORK ON NETWORK'S REDOUBLED EMPHASIS ON WORLDWIDE NEWS COVERAGE

Seventy-five radio news editors from NBC affiliates throughout the nation will convene in New York City Friday, Jan. 4 for a one-day conference on the radio network's redoubled emphasis on worldwide news coverage.

All of the editors -- plus scores of other newsmen at NBC's 188 affiliated radio stations -- will become accredited correspondents for NBC News, thus giving the network its most comprehensive coverage in its history.

Speakers at a dinner which will close the day's activities include Robert W. Sarnoff, President of NBC; Charles R. Denny, Executive Vice President, Operations; and Matthew J. Culligan, Vice President, Radio Network.

During the morning session, the visiting radio news editors will be briefed on the network's newly-developed "hot line" service and the new hourly five-minute newscasts which begin Jan. 14. (The "hot line" service keeps NBC News in constant touch with the affiliated radio stations and permits the stations to cut into local programming for network news bulletins at a moment's notice.)

(more)

The visiting editors will receive instructions on their part in the new system, and will be invited to offer suggestions and ideas.

The opening session of the conference will feature a discussion on "the new look in radio network news." NBC speakers will be Davidson Taylor, Vice President, Public Affairs; William R. McAndrew, Director of News, and Joseph O. Meyers, Manager of NBC News.

The 75 news editors will then be taken on a tour of Radio Central and other NBC News facilities, followed by a buffet lunch at Toots Shor's.

In the afternoon session, there will be demonstrations of the "hot line" service and discussion of its value to the local radio station.

At 9:30 p.m., EST, NBC commentator Chet Huntley will moderate a special radio program titled "Forecast: '57." Regional news editors for NBC and its affiliates will give predictions on the big upcoming stories in their areas for the New Year.

Among those who will take part in "Forecast: '57" will be John Thompson of NBC News in Hollywood, Calif.; Jack Shelley of WHO in Des Moines, Iowa; Frank Eschen of KSD in St. Louis, Mo.; Jim Clark of WWJ in Detroit, Mich.; Frank McGhee of WSFA in Montgomery, Ala.; and Tom Eaton of WTIC in Hartford, Conn.

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NBC-New York, 12/31/56

NBC O & O STATIONS DIVISION

News

December 31, 1956

NBC OWNED STATIONS CELEBRATE 'PROMOTIONAL BIRTHDAY PARTY'
FOR FIFTH ANNIVERSARY OF 'TODAY' ON JAN. 14

The fifth anniversary of NBC-TV's "Today" will be celebrated by a "Promotional Birthday Party" at the seven television stations owned by NBC, in recognition of the increase in early morning viewing which resulted from the program's inception.

The NBC Owned Stations are planning a variety of "birthday" features to mark the anniversary, including the lighting of candles on a birthday cake for Dave Garroway and "Today"; on-the-air promotion saturation; public service programs discussing the role of television as a current events educational medium, citing "Today"; special articles in newspapers, and mention of the program in station audience promotion ads.

In Chicago, where Garroway developed his style as a television performer, WNBQ is planning the following activities in connection with the anniversary:

Eddie Doucette, chef on the "Bob and Kay With Eddie Doucette" program, will do a portrait in chocolate of Dave Garroway.

(more)

publicity department • NBC O & O Stations Division • 30 Rockefeller Plaza, N. Y. 20, N. Y. • CI 7-8300

The "Adults Only" orchestra will recreate the Garroway theme song of "Sentimental Journey" on Jan. 11.

Bruce Mayer, host of "A Break With Bruce," will salute the program on Jan. 11 in connection with its "wooden" anniversary.

Dorsey Connors will give a verbal salute to "Today" on Jan. 11.

John Ott, of "How Does Your Garden Grow?" and Walt Durbahn of "Walt's Workshop" will mention the anniversary on the programs of Jan. 12.

Alex Dreier will present a verbal salute to "Today" on Jan. 13.

Norm Barry will salute the program on "Debate," Jan. 13.

In addition, the station will do an on-the-air saturation promotion on Jan. 13, calling attention to the anniversary program of the next day. Display advertising and editorial material in local newspapers are planned for Jan. 13.

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NBC-New York, 12/31/56

NBC RADIO NETWORK NEWS

December 31, 1956

'CLASSICAL MUSIC FOR PEOPLE WHO HATE CLASSICAL MUSIC' WILL BE NBC RADIO MONDAY FEATURE WITH GEORGE R. MAREK AS HOST

George R. Marek, using humor as a battering ram, will try to knock down the "intellectual fence" surrounding classical music in a new NBC Radio weekly program which will have its premiere Monday, Jan. 14 (9:30-10 p.m., EST).

As host of a show titled CLASSICAL MUSIC FOR PEOPLE WHO HATE CLASSICAL MUSIC, Mr. Marek will play classical selections and offer commentary spiced with humor, anecdotes and informal information about the music and composers.

"I want to talk about so-called 'good' music in a way that won't scare anybody and may tempt some to give it a whirl," said Mr. Marek, who is music editor of Good Housekeeping Magazine and Vice President, Record Albums Department, RCA Victor Record Division.

"I would like to break down the intellectual fence that surrounds classical music. It has been put on a pedestal and people approach it with a kind of awe -- almost an inferiority complex."

Mr. Marek will be assisted in the preparation of the program by Robert A. Simon, former music editor of the New Yorker Magazine.

(more)

Although Mr. Marek has appeared on a number of music programs, he will be setting out with his own show for the first time. He has been a regular participant in a quiz which is held on another network during intermission at the Metropolitan Opera on Saturdays.

A native of Vienna, Mr. Marek came to this country in 1920. Before joining RCA Victor in 1950, he was Vice President of the J.D. Tarcher & Co., advertising agency.

He has written extensively on music. For 16 years he has been music editor of Good Housekeeping Magazine. His books include "The Good Housekeeping Guide to Musical Enjoyment," "A Front Seat at the Opera" and "Puccini."

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NBC-New York, 12/31/56

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

NBC COLOR TELECAST SCHEDULE

Jan. 6 - 12

Sunday, Jan. 6

9-10 p.m., EST -- THE ALCOA HOUR -- "A Double Life," starring Shelley Winters, Nina Foch, Eric Portman, David White, Ludwig Donath, and Luis Van Rooten.

Monday, Jan. 7

3-4 p.m., EST -- NBC MATINEE THEATER -- "The Lonely Look."

9:30-10:30 p.m., EST -- ROBERT MONTGOMERY PRESENTS -- "The Liar," by J. Harvey Howells; starring Norma Moore.

Tuesday, Jan. 8

3-4 p.m., EST -- NBC MATINEE THEATER -- "The Sudden Truth."

8:30-9 p.m., EST -- NOAH'S ARK -- "The Guide."

10:30-11 p.m., EST -- BREAK THE $250,000 BANK.

Wednesday, Jan. 9

3-4 p.m., EST -- NBC MATINEE THEATER -- "The Man in Half Moon Street."

9-10 p.m., EST -- KRAFT TELEVISION THEATRE -- "Six Hours of Terror," by John Whedon, based on a French novel by Francis Didelot; starring Theodore Bikel.

(more)

Thursday, Jan. 10

3-4 p.m., EST -- NBC MATINEE THEATER -- "The Hex."

10-11 p.m., EST -- LUX VIDEO THEATRE -- "Just Across the Street," starring Julie Adams and Cecil Kellaway.

Friday, Jan. 11

3-4 p.m., EST -- NBC MATINEE THEATER -- "If This Be Error."

10:45 p.m. (or immediately after fights) -- 11 p.m., EST -- RED BARBER'S CORNER. (NOTE: ADDITION TO JANUARY COLOR SCHEDULE -- Starting Jan. 4 - each Friday night.)

Saturday, Jan. 12

8-9 p.m., EST -- PERRY COMO SHOW -- Perry's guests tonight are Patti Page and Mort Sahl.

NOTE: PLEASE ADD TO JANUARY COLOR SCHEDULE -- ERNIE KOVACS SHOW -- 10-10:30 p.m., EST -- Jan. 19

PLEASE NOTE CHANGE -- "WAR AND PEACE," a presentation of the NBC Opera Company, Jan. 13 -- 1:30-4 p.m., instead of 2-4 p.m.

* * *

THE FOLLOWING SHOWS WILL APPEAR ON WRCA-TV ONLY:

Monday	Jan. 7	10:40 - 10:45 a.m.	-- WRCA-TV WINDOW.
		1:00 - 2:00 p.m.	-- TEX AND JINX.
through	through	11:10 - 11:15 p.m.	-- TEX ANTOINE.
Friday	Jan. 11	11:15 - 11:30 p.m.	-- HY GARDNER.
Saturday	Jan. 12	11:00 - 11:15 p.m.	-- SAVARIN NEWS.

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NBC-New York, 12/31/56

CREDITS FOR "PRODUCERS' SHOWCASE" PRESENTATION
OF "CALL TO FREEDOM"

TIME: NBC-TV, Monday, Jan. 7 (8-9:30 p.m.,EST)

DESCRIPTION: A "Project 20" program telling one of the most meaningful stories of today: the march of a people toward liberty and independence. Keyed to the reopening of the rebuilt Vienna State Opera House celebrating Austria's rebirth of freedom in 1955, the program pioneers am approach to historical drama completely new to TV. The method is two-fold: dramatic film and narration (as with earlier "Project 20" programs) combined with scenes from an opera, Beethoven's "Fidelio," which is itself a parable of the unending human struggle for freedom and justice. The "Fidelio" scenes are interwoven with actual episodes out of Austria's history, from the days of its imperial splendor down to its rebirth as a free and independent nation in 1955. To seek historic film footage for the factual phases of the drama, "Project 20" researchers examined the film archives of two continents.

(more)

PRODUCED BY:	Henry Salomon
WRITTEN BY:	Henry Salomon, Richard Hanser, Philip Reisman Jr.
ASSISTANT PRODUCER:	Donald Hyatt
EDITED BY:	Isaac Kleinerman
SCORING ARRANGED AND CONDUCTED BY:	Robert Russell Bennett
NARRATED BY:	Alexander Scourby
ASSISTANT FILM EDITOR:	Silvio D'Alisera
RESEARCH:	Daniel Jones, Mel Stuart, Judith Greene
SPONSORS:	RCA; RCA Victor; and the Whirlpool-Seeger Corporation
AGENCY:	Kenyon & Eckhardt Inc.

CAST OF 'FIDELIO'

(NOTE: In the Fall of 1955 a "Project 20" crew under producer Henry Salomon's supervision filmed and recorded the dramatic highlights of the reopening of the rebuilt Vienna State Opera, capturing in sight and sound the most moving and significant scenes of a performance of the Beethoven opera.)

LEONORA.....Martha Moedl

FLORESTAN.....Anton Dermota

DON PIZARRO.....Paul Schoeffler

MARCELLINA.....Irmgard Seefried

ROCCO.....Ludwig Weber

JACQUINO.....Waldemar Kmentt

DON FERNANDO.....Karl Kamann

(more)

PRODUCER:	Henry Salomon
DIRECTOR:	Henry Salomon, Richard Harkness, Philip Barry Jr.
ASSISTANT PRODUCER:	Donald Hyatt
DIRECTOR OF	Isaac Gershman
MUSIC ARRANGED AND	
CONDUCTED BY:	Alexander Gerney
ASSISTANT VIA MOTION:	Pablo Dialmen
COMMANCH:	Daniel Green, Del Rosario, Andrew Green
SYNOPSIS:	USA; NCA Window and the Wilmington-
	Miami Connection
PRODUCED	Keyes & Richardt Inc.

CAST OF FILMING

(NOTE: In the Fall of 1973 a "Project 20" crew under producer Henry Salomon's supervision filmed and recorded the dramatic highlights of the reopening of the rebuilt Vienna State Opera, measuring in sight and sound the most moving and significant moment of a performance of the Beethoven opera.)

LEONORE.....Gwyla Kern

FLORESTAN.....Sven Ivanov

DON FERNANDO.....Lothar Wagner

MARCELLINA.....Emmanuel Sullivan

ROCCO.....Ludwig Weber

JACQUINO.....Alexander Sauer

DON PIZARRO.....Alex Sauer

(more)

CAST OF 'FIDELIO' (CONT'D)

With the Vienna Philharmonic Orchestra directed by Dr. Karl Bohm.

STATEMENT BY HENRY SALOMON

"The country with which we are concerned happens to be Austria, but we hope we have given our story a significance which transcends any single nation. This program about Austria's struggle for freedom closely parallels the present situation in Hungary. When I first planned the program last year, I did not know that it would turn out to be a parable of the present tyranny there."

PRODUCER HENRY SALOMON: BIOGRAPHY-IN-BRIEF

Henry Salomon, who produced the celebrated "Victory at Sea" series for NBC-TV and now heads the network's "Project 20," was born in Providence, R.I. He attended Phillips Academy at Andover, Mass., and was graduated in 1939 from Harvard, where he distinguished himself in drama writing courses. In 1940 he was associated with NBC's script Division, and later decided to free-lance. In March, 1942, he joined the Navy as a yeoman, was assigned to the office of the Secretary of the Navy, and a few months later was commissioned as ensign. During his six years in the Navy he produced a Navy-sponsored network radio series, participated in six landings in major combat operations, made post-war studies of Japanese wartime naval operations, and collaborated with Rear Adm. Samuel Eliot Morison in writing the 14-volume, prize-winning "History of the United States Naval Operations in World War II." He was released from the Navy in 1948 as a lieutenant commander, and shortly after conceived the idea for the

(more)

WAR OF INDUSTRY (cont'd)

With the Vienna Philharmonic Orchestra directed by Dr. Karl Böhm.

WATCHING BY UNDER SECRETARY

"The country with which we are concerned happens to be Austria, but we have no have given our story a significance which transcends any single nation. This program about Austria's struggle for freedom closely parallels the present situation in Hungary. When I first placed the program last year, I did not know that it would turn out to be a parable of the present Hungarian crisis."

Footing Upon Air — Upward in Air

Henry Salomon, who produced the celebrated "Victory at Sea" series for NBC-TV and now leads the network's "Project 65," was born in Providence, R.I. He attended Phillips Academy at Andover, Mass., and was graduated in 1929 from Harvard, where he alternately [illegible] and was a crew rowing coxswain. In 1930 he was associated with Lucille Ridge Pitcher, who later divorced to [illegible]. A short, [illegible] in joining the Navy as a yeoman, was assigned to the office of the Secretary of the Navy, and a few months later was commissioned an ensign. During his six years in the Navy he produced a Navy-wide radio radio, [illegible] a major [illegible] [illegible], [illegible] of Japanese warship naval [illegible], [illegible] collaborated with Vice Adm. Samuel Eliot Morison in writing the [illegible] series, [illegible] of the United Nations Navy in World War II." He was released from the Navy in 1946 as a lieutenant commander, and shortly after [illegible] one year for air

PRODUCER HENRY SALOMON: BIOGRAPHY-IN-BRIEF (CONT'D)

"Victory at Sea" series. In January, 1951, he was commissioned by NBC as producer-writer in charge of this undertaking. In April, 1954, he was named chief of the network's newly created television documentary unit, which bred "Project 20," one of the most ambitious undertakings in TV history. Named after the century we live in, "Project 20" is a large-scaled plan that will attempt to give Twentieth Century man a chance to take a long look at himself and his world. Its programs to date have been "Three, Two, One - Zero," "Nightmare in Red," "The Twisted Cross," "The Great War" and "The Jazz Age."

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NBC-New York, 12/31/56

PRODUCER HENRY SALOMON: BIOGRAPHY-IN-BRIEF (CONT'D)

"Victory at Sea" series. In January, 1951, he was commissioned by NBC as producer-writer in charge of this undertaking. In April, 1954, he was named chief of the network's newly created television documentary unit, which bred "Project 20," one of the most ambitious undertakings in TV history. Named after the century we live in, "Project 20" is a large-scaled plan that will attempt to give Twentieth Century man a chance to take a long look at himself and his world. Its programs to date have been "Three, Two, One - Zero," "Nightmare in Red," "The Twisted Cross," "The Great War" and "The Jazz Age."

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NBC-New York, 12/31/56